JAN 11 1932

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXXI NEW YORK, JANUARY 9, 1932 No. 2

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February 5th, 1932

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THE PUBLISHERS' WEEKLY, 62 WEST 45th ST., NEW YORK CITY. Vol. CXXI, No. 2
Subscription, $5; Canada, $7.50; Foreign, $6; 15c. a copy. Entered as second-class matter at the Post Office of New York. Copyright 1932 by R. R. Bowker Co. London, D. H. Bond, 407 Bank Chambers, Chancery Lane.

New February Fiction

MARY LEITH by Ernest Raymond

Market: People with generally well developed tastes, with college degrees, and even highbrows will like this book. *Story:* A novel of the reconstruction preiod in post-war England, brilliantly conceived and written. Concerns young Tony O'Grogan, returned to civil life from the war — his wife whose love he rediscovers only to find it lacking in passion — and Mary Leith, the girl of his dreams, whose appearance greatly complicates his life and severely tests the strength of his character. *Author:* Wrote "A Family That Was" and "The Jesting Army," both novels receiving the highest praise in the United States and in England. $2.50

EXPATRIATES by M. A. Dormie

Market: The innumerable people who ask you continually for "something amusing, light, and entertaining." *Story:* An original, witty, and quickly moving novel, presenting a shrewd contrast between Americans and Englishmen. Bruce Warner, rich American manufacturer, goes philanthropic and decides to transport to the U.S.A. the poor, quaint folk of the English town where he was born and had passed his boyhood days. The life of these folk in a "museum" village proves both laughable and pathetic, as they are lionized and mechanized and even lured off to Hollywood. *Author:* Wrote "Snobs" which last year was a most successfully selling novel in England, the United States, and Canada. $2.00

THE MINISTER WHO KICKED THE CAT by Eleanor Hallowell Abbott

Market: People with sentiment — the type of person who reads "The Ladies Home Journal." *Story:* The best of the author's short stories to have appeared recently in the popular magazines. "The Minister Who Kicked the Cat," the title story, is typical of the author's wit and humor. Other stories are in a rather more serious vein, yet as always they possess a clever, unexpected twist and a human touch. *Author:* Wrote "Molly Make-Believe" and "Sick-A-Bed Lady" and is one of the highest paid magazine writers in the country. $2.00

STAR OF EARTH by Octavus Roy Cohen

Market: Cohen's widely established personal following and every single mystery addict. *Story:* Against a background of glamorous Hollywood, Cohen's well known fat man sleuth, Jim Hanvey, follows an exciting murder trail with success, in spite of his laziness and rotundity. The suspects include a Hollywood beauty, a movie director, an architect, and a prize fighter. *Author:* You know him well for his negro stories. In the mystery field, he's been responsible for "The May Day Mystery" and "The Backstage Mystery." $2.00

D. APPLETON AND COMPANY
35 West 32nd St. New York

The Ryerson Press, Queen and John Streets, Toronto, Ontario, handles the Appleton general trade line in Canada

RUSSIA IN THE NAME OF GOD by Vladimir Brenner

This distinguished and absorbing novel deals with a comparatively unknown phase of the Russian Revolution — the martyrdom of the Russian Church under Soviet rule. Its story is concerned with a young law student, named Anastasius, who, on entering the church, obtains a swift and brilliant success through his zeal and audacity. Anastasius is a memorable and haunting character, and the story of his rise and fall is dramatic and powerful. Dealing with both the strength and weakness of the Russian Church, here is a novel which adds to our knowledge of Russia. January publication. $2.00

Century *announces* 3

NEW BOOKS of IMPORTANCE

SAMUEL SEABURY:

A Challenge

By WALTER CHAMBERS

Here is a book of dynamite, which tells the first complete and integrated story of Judge Seabury's investigation of New York City's government — a battle for social reform which is the climax of a long life of public service.

Who is Samuel Seabury? What has he done? Why was he chosen as counsel to the investigating committee? This biography covers his whole career, with special emphasis on his political and judicial achievements. The author is a newspaper man who has been behind the scenes of the investigation and knows his subject.

We predict large reverberations from this book on publication and advise you to have adequate stock. February 16. Price $3.00

LASSALLE

By Arno Schirokauer

The first and only adequate "life" in English of the great German revolutionary philosopher — Ferdinand Lassalle. His career was brief but stormy and brought for him amazing renown. George Bernard Shaw, in a letter to Ellen Terry, went so far as to call him "the cleverest man of the 19th century." It is not surprising that so fiery a young socialist should win Shaw's admiration and respect. An ardent admirer of Hegel and a student of Marx, he was the virtual founder of the German Social Democratic Party. He won the acclaim of the German working-men and the attention of Bismarck. Arno Schirokauer has recreated his compelling personality in this book. Published January 12th—$5.00

JAPAN

A CULTURAL HISTORY

By G. B. Sansom, C.M.G.

This book is particularly timely in view of the present situation in the Far East. It furnishes a brief, readable description of the cultural background of Japanese history and provides a key to the understanding of the conditions there today. The author is attached to the British Embassy in Tokyo and has held various posts in Japan since 1904. He is familiar with every phase of Japanese life and culture and has delved for years in the country's history. In this volume he has brought together a marvelous array of illustrations—photogravures, line drawings, and reproductions from old prints. Altogether this book may be considered the most comprehensive account available of the forces that have helped shape Japan's destiny.

Published Jan. 12th—Quarto—$7.50

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THE WAY OUT OF DEPRESSION

by *Hermann F. Arendtz* which Nicholas Murray Butler calls "concise, precise, convincing."

ECONOMIC BEHAVIOR

which *Stuart Chase* said he would make compulsory reading.

NEW RUSSIA'S PRIMER

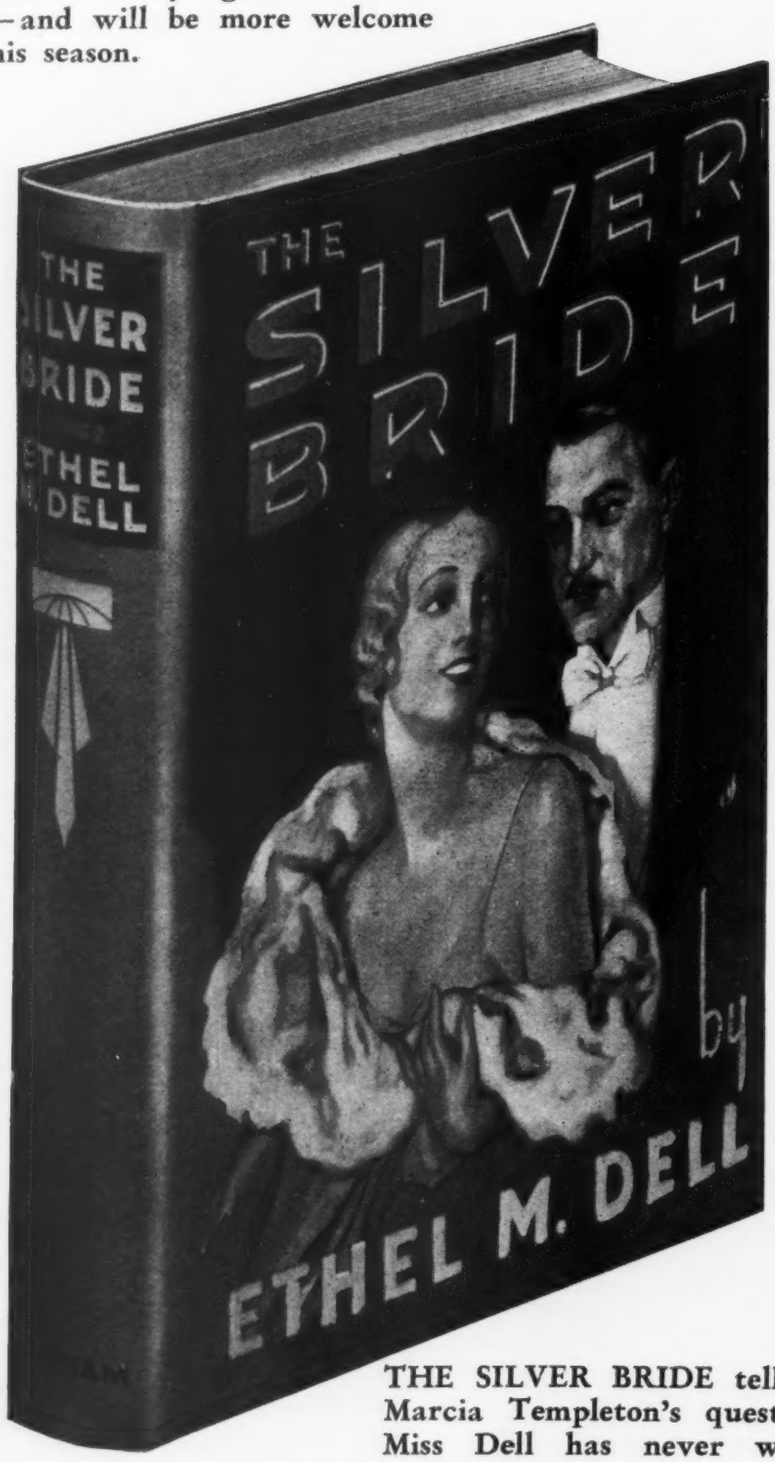
Russia's own story of the Five-Year Plan; and

LOOKING BACKWARD

now available with an Introduction by Heywood Broun.

The New DELL *Romance*

The announcement of a new novel by Ethel M. Dell is always good news to booksellers — and will be more welcome than ever this season.



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The first *Inner Sanctum* of 1932 is in the form of a Title-and-Author-if-you-write-a-short-piece-along-with-it Contest.

Below is a list of the titles on our Spring List. Also a list of the authors. The contest is to consist of two parts:

1. Placing the right book with the right author.
2. Adding to this a letter of no less than 50 words, telling which book or books you think will do especially well (if you have the wrong author next to the right book you will be forgiven) and why.

The first prize is $10., second prize $5., third prize $3. There will be seven additional prizes of $1. each.

The judge of the contest is the writer of this column.

All answers must be in our office Monday, January 18th, 1932.

Now, before closing, just a few hints:

If I'm Elected was not written by LEON TROTSKY

Spain was not written by ABBÉ DIMNET

Fun In Bed was not written by BURANELLI-HARTSWICK and PETHERBRIDGE.

—ESSANDESS.

THE AUTHORS

Henry Baerlein
MacKnight Black
Buranelli, Hartswick and Petherbridge
Frank Buck and Edward Anthony
Eddie Cantor and David Freedman
Charles Cross
Ernest Dimnet
Peter A. Dolan
Geoffrey Dennis
Hunter Eaton
Essad-Bey
Gregory F. Hartswick
Harry Hershfield
John Cowper Powys
Walter B. Pitkin
Felix Salten
Frank Scully
Lowell Thomas and Frank Schoonmaker
Robert H. Thouless
Leon Trotsky
Hendrik Willem Van Loon
Christopher Ward
Franz Werfel
Gamel Woolsey

THE TITLES

Blood and Oil
Cross Word Puzzle Book, Series 23
Cross Word Puzzle Book, Series 24
Enchanted Woods
Eyes on America
Fun In Bed
A Glastonbury Romance
The History of the Russian Revolution
If I'm Elected
Middle Earth
The Pascarella Family
Red Room
Scotch, Second Series
A Short Introduction to the History of Human Stupidity
Spain
Straight and Crooked Thinking
The Strange Adventures of Jonathan Drew
Thrust At the Sky
Van Loon's Geography
What Every Woman Should Know About an Automobile
What Men Live By
Wild Cargo
Word Game
Ye Salami Shoppe
Zoo

ABINGDON

THE CHARACTER OUTCOME OF PRESENT-DAY RELIGION

By George Herbert Betts

The book clearly outlines the way the Church must approach youth today if the religion of Jesus is actually to "get over" into their experiences, and through them into the world they are creating.

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THE MUSIC OF THE GOSPEL

Edited by Stanley Armstrong Hunter

In this volume twenty-six contributors representing different Christian bodies offer their interpretation of that number of familiar Christian hymns.

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By Edgar Sheffield Brightman

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THE CHRIST OF THE MOUNT

By E. Stanley Jones

"This is a very valuable book. It is a handbook for those who want 'an adequate way to live' and is the outgrowth of two years of study on the part of a group, Indian and Anglo-American, at a retreat in the Himalayas."—*Mrs. Robert E. Speer.*

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THE PATH OF PRAYER

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By Clarence Tucker Craig

Professor Craig has made a wholesome and helpful approach to the ultimate goal that the Church seeks to attain in its religious education. Let us hope that the Church will take to heart the message of this book.

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GOD AND OURSELVES

A Plea for the Reality, Adequacy and Availability of God

By Edwin Lewis

It is a splendid study of Christian philosophy, the philosophy of the devout evangelical Christian theist, and it will help everyone who has poisoned his mind with the books of rationalists if he will be honest enough to sit down and spend many hours with this author.

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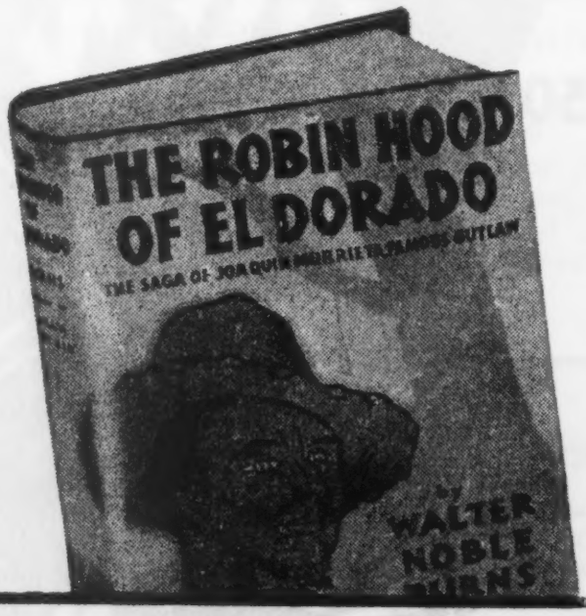

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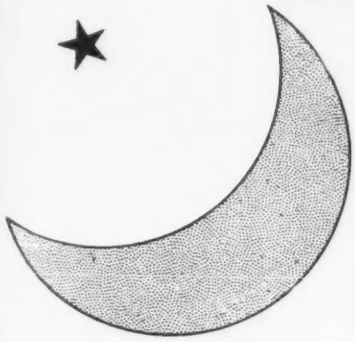

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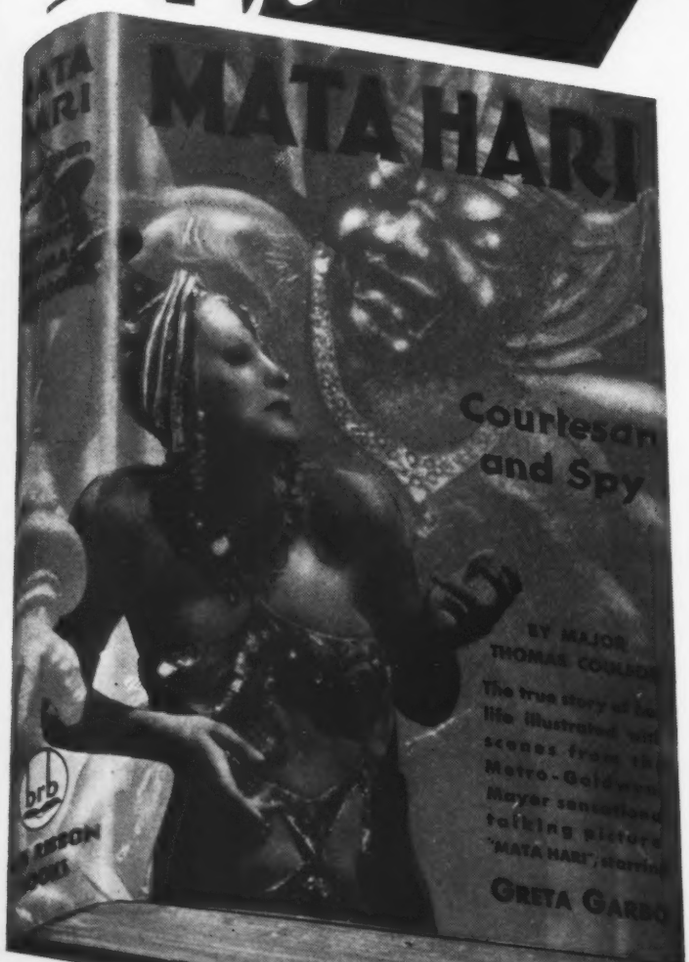

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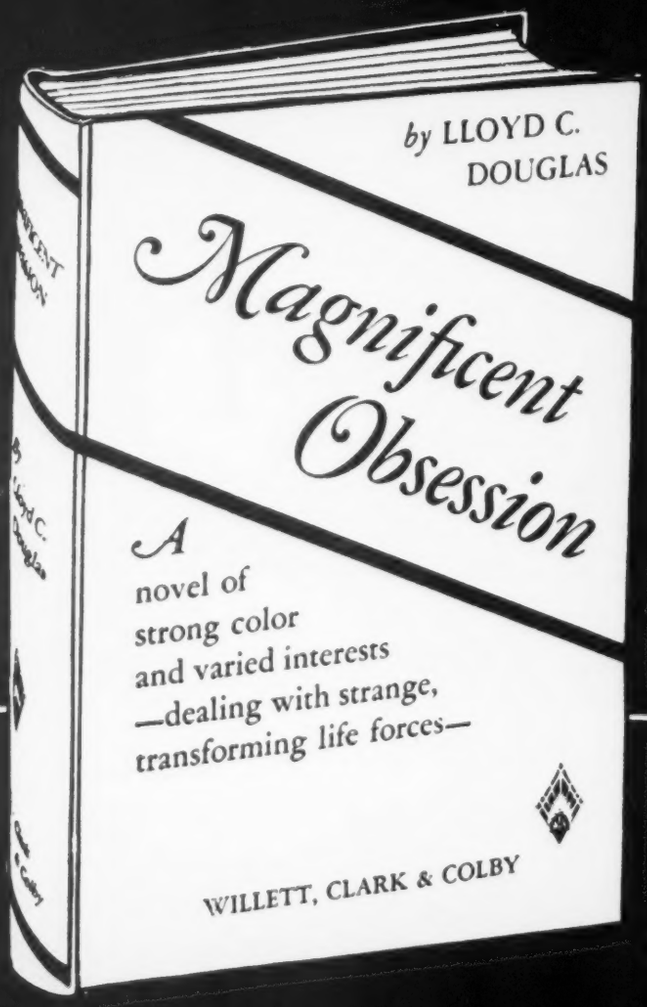

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with a special introduction by Dr. W. F. Robie, author of "The Art of Love," who says: "A book, to be of use to the beginners in marriage, must be very plain in its language and ignore no details. THE ONLY MODERN BOOK I KNOW WHICH ATTEMPTS THIS IS 'Sane Sex Life and Sane Sex Living.' It is sane, wise, practical, entirely truthful, and unspeakably necessary."

NEW TITLES FOR THE

MODERN LIBRARY

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The Modern Library program for Spring and Summer 1932 includes new titles for the regular series, and for the Giant series, new translations and new plates for old favorites, and other numbers combined and expanded. Keep your stock up-to-date at our expense. Send for a complete outline of this new plan. The Modern Library, Inc., 20 East 57 Street, New York.

NEW ADDITIONS TO THE MODERN LIBRARY
SPRING AND SUMMER 1932

February Publication

SISTER CARRIE by Theodore Dreiser, with a special introduction by the author 8

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SANCTUARY by William Faulkner, with a special introduction by the author 61

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THE MODERN LIBRARY, INC.

20 EAST 57 STREET NEW YORK CITY

In Canada: The Macmillan Co., Ltd., Toronto

Hawthorne Hurst in a New and Brilliant Vein

CHRISTOPHER COMES ACROSS

is the private life of Christopher Columbus, with a new theory of why he discovered America.

Columbus was a blond Don Juan with a fool-proof racket. He discovered America entirely against his better judgment. True, he was an explorer of parts, but not the kind of parts that get into history books.

Mr. Hurst maintains that Columbus set sail because too many queens measured him for the haberdashery of a hero. And too many kings found him superfluous in the boudoir.

New documents show that Columbus was a lady-killing courtier who used his idea that the world was round to gain for himself a life of sybaritic ease in the courts of Portugal and Spain. In the end, a band of jealous husbands and lovers called his bluff, and we leave him sailing westward, to discover, to his surprise, the fruits of his illicit intrigues —AMERICA.

Herewith is exhibited the facsimile of an authentic poster, proclaming the Character of Captain Columbus, which Mr. Hurst unearthed with the aid of a gypsy wench in a special expedition to Zipango.

$2.00

Out Feb. 5th!

ALFRED H. KING - Publisher - 432 Fourth N. Y.

IDA BAILEY ALLEN

International Authority on Foods—broadcasting daily over a coast-to-coast network.

Mrs. Allen is the author of thirteen scientific books on food and nutrition and is the former home economics editor for "Good Housekeeping Magazine," "Pictorial Review," "Woman's World," and "Medical Review of Reviews."

By Popular Demand

Ida Bailey Allen's MODERN COOK BOOK

NOW a STAR DOLLAR BOOK!

THE thousands of requests from her vast radio audience necessitated the *immediate publication* of this complete and modern cook book as a STAR DOLLAR BOOK.

Through her famous broadcasts, as well as her numerous articles in widely read magazines and books on food and nutrition, Mrs. Allen has become the foremost authority in this field for millions of homemakers all over the world.

The MODERN COOK BOOK (1000 pages) contains not only 2500 recipes, but tells how to buy food economically, how to serve it attractively, what to feed the sick, special menus for parties, and balanced menus for the year round. An invaluable book for every woman who takes pride in her home.

• • •

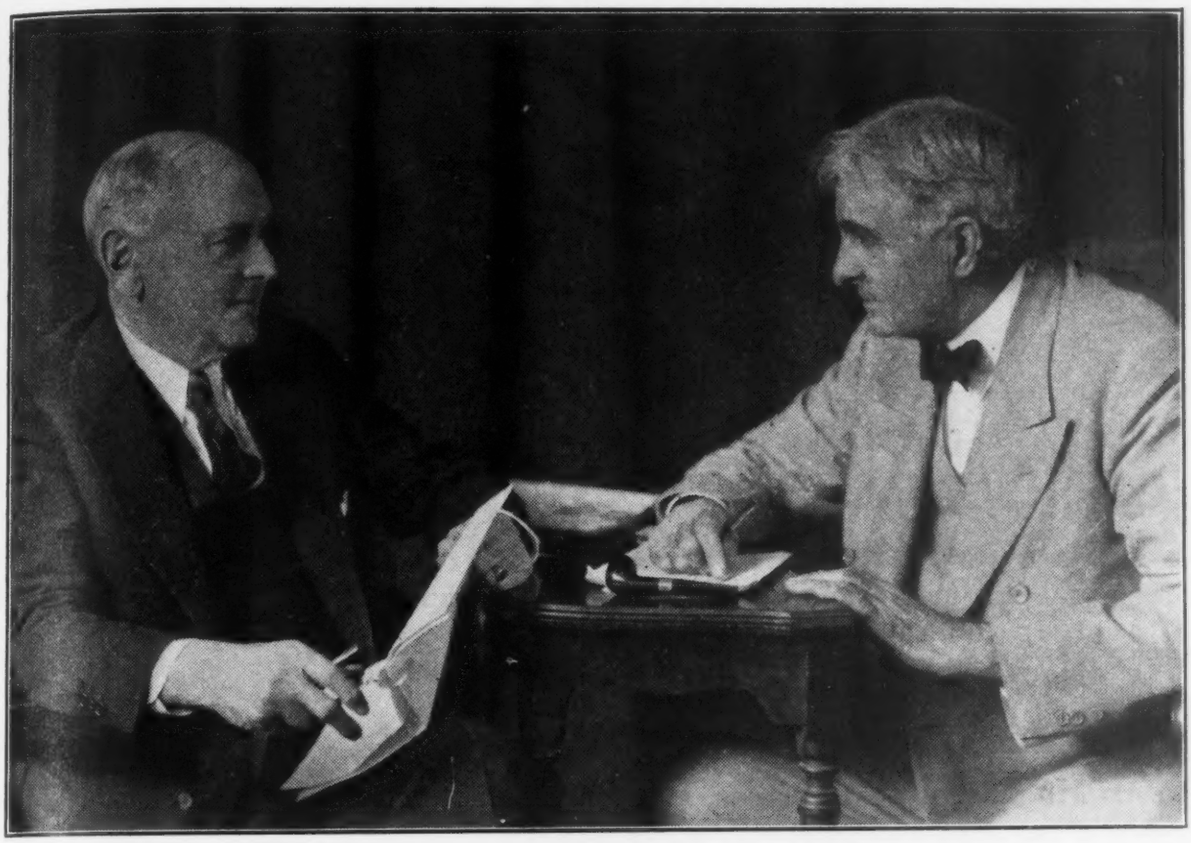
10,000 fan letters are received WEEKLY by Mrs. Allen. This gives you some idea how great the demand will be. Order immediately and be sure you are well stocked. This is not a temporary Best Seller but a book every woman will need every day of every year.

Ask for special photographic window displays. A new feature that is guaranteed to make extra sales for you.

STAR BOOKS

GARDEN CITY PUBLISHING CO. · GARDEN CITY, N. Y.

TELLING THE INSIDE STORY OF THE HARDING TRAGEDY



Harry M. Daugherty, Attorney General during the Harding Administration, putting the finishing touches to his memoirs soon to be published under the title "The Inside Story of the Harding Tragedy." He is shown here at work in his home at Columbus, Ohio, with his collaborator, Thomas Dixon.

A STORY THAT WILL STIR THE NATION!

No American President was ever more cruelly libeled than Warren G. Harding. We have no record of any public man who was so viciously assailed after his death as Harding was.

It is one of the shameful pages in American history that a man who had loyally served his country, who had been honored by his fellow citizens and who had given them the best that was in him, should have been the object of such scurrilous and continuous slander.

It is time that some measure of truth should be told about President Harding by one who knows the real facts.

In "The Inside Story of the Harding Tragedy," to be published on January 27th, Harry M. Daugherty, Harding's closest political associate and personal friend for over thirty years, speaks out, after eight years of silence, and tells at last, honestly and candidly, the *whole, amazing,* inside story of the entire Harding period.

Daugherty explodes a great many of the myths contained in "Revelry," "The President's Daughter" and "The Strange Death of President Harding" for which books American readers spent more than one million dollars.

The book is well documented, contains 30 photographs and is packed with many confidential letters and incidents. It has 320 pages and will retail at $3.50.

Your jobber now has a stock of this *potential best seller.*

THE CHURCHILL CO., 11 W. 42nd St. New York City are the publishers.

Four books to sell to a *questioning* public

To a public that is prone to question every aspect of modern society . . . the economic structure and its salvation or doom . . . tariff walls . . . war debts and reparations . . . stabilizing business cycles . . . the catastrophe of the world war . . . where in the mind of man is the psychological reason for that war . . . mankind itself and accepted theories of its emergence.

Alvin H. Hansen's

ECONOMIC STABILIZATION IN AN UNBALANCED WORLD

An inquiry into economic maladjustment that reveals the basic principles of economic stability. Part I. International Causes of Instability. II. World Wide Unemployment. III. Population Stabilization. IV. Towards a Stabilized Capitalism. The author is Professor of Economics at the University of Minnesota. January 14, $3.00

John Maynard Keynes'

ESSAYS IN PERSUASION

The first volume of collected essays by the author of *Economic Consequences of the Peace* and *A Treatise on Money.* The essays are non-technical discussions of the Peace Treaty, Inflation and Deflation, The Return to the Gold Standard, Politics, The Future. Some of Mr. Keynes' prophecies, already fulfilled, testify to his deadly accuracy. "Brilliantly written—justify his claim to be called a Cassandra."—*Times Literary Supplement, London.* January 21, $2.50

Leonard Woolf's

AFTER THE DELUGE

A study in communal psychology, determining the place of the Great War in human history. "I go bail for the statement that this is the most important book of is kind since Graham Wallas' *Human Naure in Politics."—Harold J. Laski.* January 28, $3.50

Gerald Heard's

THE EMERGENCE OF MAN

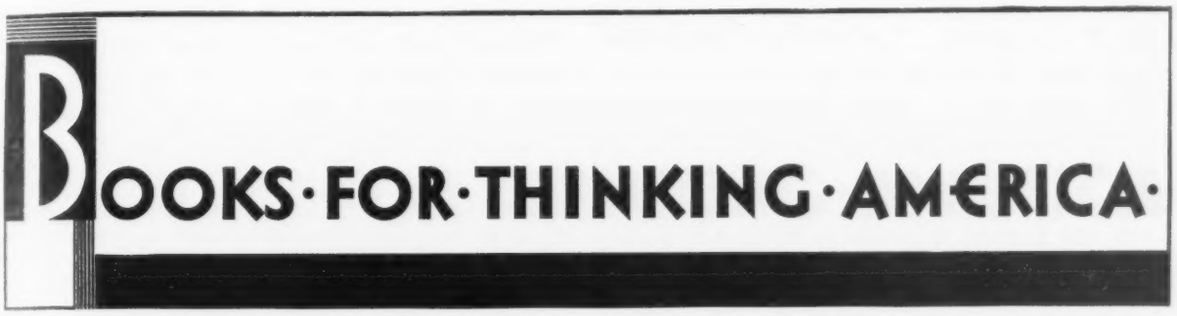
Psychology applied to the history of mankind has given us this stirring book, a complete rewriting of the accepted story of the human being from the time of half-men. "So excellent . . . so stimulating that I should be doing a disservice were I to refrain from booming it for all I am worth. It is informative, readable, brilliant and sound. One feels that some new explanation, some new encouragement, has entered into life."—*Harold Nicolson.* January 14, $2.75

HARCOURT, BRACE AND COMPANY, 383 Madison Avenue, N.Y.

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JANUARY 9, 1932



Poster supplied by the National Association of Book Publishers

Reading to Find a Way Out

Trends In Serious Reading Defined

Helen E. Haines

ALL over this country men and women are turning to books to find a way out of their difficulties, or to understand the causes that have brought those difficulties, or to build up new resources of courage or adaptability with which to meet them, or simply to enjoy temporary forgetfulness of them. Perhaps this may not be so evident in the commercial book world, for many of these readers have no money to spend and many others have never frequented bookstores. They are the masses—young, middle-aged and older, chiefly of the middle class; manual, clerical and minor professional workers; people who have had their own small businesses; people who thought themselves possessed of small assured incomes; younger people prepared to make a living and finding now no opportunity to do so; all of them in the grip of economic insecurity or under the weight of actual necessity. And it is to the public library that they turn, naturally and instinctively, for the books that will help them find a way out.

These readers are inarticulate in public affairs, and in most communities there is little if any general realization of the use that is being made of books, of the manifold influences set in operation through reading, to strengthen individual morale or to mitigate circumstances or to counteract misfortune. But every American public library has undoubtedly experienced during the year just closed a large increase of use, and in its impersonal statistics, "reserve" lists and reference records there is registered a gallant and successful campaign against the forces of adversity.

In the Los Angeles Public Library this campaign has been vigorously waged, and some indication of the use made there of books that definitely relate to present economic and industrial problems, general and personal, may be of interest to publishers and booksellers alike. For this enormous demand upon public libraries for reading of a specific type surely holds an opportunity for the producers and commercial distributors of books to reach more direct-

ly a steadily enlarging body of potential book buyers. This opportunity, I think, is especially evident in certain specialized fields. In general literature, both imaginative and informational, it is less apparent. Here readers may find a similar and abundant supply in both libraries and bookstores. But in narrow channels of particular individual aptitudes, personal interests or practical economic opportunities, there is a constant insistent demand for books that do not exist or are unduly limited in number or in availability.

Of these book users themselves—their needs, their experiences, obscure and commonplace enough in the mass but each one with its pith of emotional intensity—there might be woven a moving narrative, melodramatic, tragic, romantic, pitiful and absurd. In its relations with these readers the public library's service is both personal and impersonal. For people who are discouraged, who seek some incentive or stimulus, are likely nowadays to go to books rather than to a friend; at the library they feel assured of anonymity, they talk frankly to the librarian, tell their life stories and usually respond with gratitude to counsel or suggestion. In personal situations that sap self-confidence the public library is the modern substitute for the religious help sought in an earlier age. Perhaps this is why the older people in this library clientele more often find their panacea for desperate mental discouragement in the familiar "inspirational" books that sound a note of faith and optimism, while the younger people are more likely to study themselves, to adapt or readjust their individual capabilities, and turn to the books that offer modern psychological treatment of individual character and aptitudes. An ever increasing number, caught themselves in some eddy of the whirlpool, are seeking to learn what it is all about; some of mature mind and broader outlook; some immature, and fallow ground for passionate fixed ideas; they absorb all the important current literature of international, national, financial and industrial problems, and turn back to older controversial works, especially to Henry George, to Karl Marx, and to the tractates on bimetallism that flourished during the "16 to 1" period in American politics. And as accompaniment and background to all this use of books there is the persistent, ever-growing demand for immediate practical help, through books, that may open new avenues to a livelihood or make it possible to improve proficiency in some trade or calling.

These notes are limited to the particular types of demand that have been indicated, and the accompanying list is confined to books that represent these types of demand that are steadily in use and for which heavy "reserve" lists are constantly maintained at the Los Angeles Public Library. The list might have been considerably extended, but it was thought desirable to keep it within fifty titles and to base its selection primarily upon the appeal to readers proved by continuous use. There are other books, probably there are better books than some here listed, available and widely popular in these seven groups, but these specific titles unquestionably represent definite channels of mass-interest in which demands runs beyond supply.

Consider briefly some of the books represented in the list. In the several groups for international, national and financial problems and industrial and economic conditions the range is extremely varied, from the scholarly to the doctrinaire and the popular, from the general to the particular. Stuart Chase in his vigor and vitality holds continued popularity; Richard T. Ely's little volume has obvious appeal in its compactness and practical directness. But it is surprising to find Beveridge's monumental study of unemployment in England—probably the most valuable work yet produced in this field—drawing and holding a constant succession of readers; his smaller volume, in its title and its brevity—it is made up of six radio talks given last summer to British audiences—has an appeal more easily understood. Surely, however, the mass reading, such books as these; as Clinch Calkins' moving study of what it means to be without a job; as Siegfried's portrayal of England's present problems and the unconquerable race spirit that faces them; as Dr. Schacht's passionate appeal for justice to Germany; as Norman Thomas' thoughtful analysis of American conditions, must hold some promise of more enlightenment in public thinking and more intelligence in public action.

A rather unexpected trend is seen in the reawakened interest in monetary standards

—undoubtedly the result of recent national departures from a gold basis. The doctrines of "Coin" Harvey, which reverberated during the Bryan campaigns forty years ago, have undergone resurrection; and the Los Angeles Public Library finds its old copy of "Coin's Financial School" now so precious that each reader is required to sign for it before it is given out for reference use only.

Among the books that make direct personal appeal there is differentiation between those that mix spiritual counsel with practical optimism, and those that emphasize psychological self-analysis. For readers who seek spiritual reinforcement, Basil King's "Conquest of Fear" seems to hold perennial inspiration; the demand for this is always at peak. The little volume "Larry," is also constantly sought after, particularly by older readers for whom it apparently combines familiar religious emotion and a satisfactory ideal for an unsatisfactory younger generation. Basic modern principles of psychology and practical psychoanalysis, as made available in the books of Overstreet and Jastrow and in the more recent work of Strecker and Appel, "Discovering Ourselves," command steady popularity, while psychology applied to salesmanship and business—as in the books of Webb, Hollingsworth, Hepner and others—is always in demand. But perhaps the book that is just now foremost in its combination of these various qualities and its immense mass appeal is Vash Young's "A Fortune to Share," for which fifty or more "reserves" are always in waiting; apparently it is its mingling of simplicity and insistence in expression, of emphasis on both material success and altruistic ideals in theme, its mixture of religious emotion and practical self-interest, that make this little book so potent a magnet for the devitalized and discouraged.

It is the final group of titles that indicates the need for books that meet specific demands. There are constant requests for books of practical and technical information or instruction in particular lines of work; and in many of these subjects there is no adequate material available. For instance, a comprehensive, practical and authoritative manual on janitor work is greatly needed. A thorough, up-to-date handbook on apartment house management; a guide or manual for the "social hostess" of hotel, club or institution; reliable material on beauty culture; a clear, practical authoritative work on forestry, with special information on fire-fighting and the duties and qualifications of forest rangers; manuals on prospecting, on accountancy, on advertising lay-out—these are just a few subjects in which the demand far outruns the supply. And one other subject may be noted that carries a demand at once earnest, ardent and perennial: any kind of printed material that conveys knowlege of the arts of brewing and winemaking—knowledge for which thousands yearn and vainly supplicate.

BOOKS IN CHANNELS OF CURRENT INTEREST THAT HAVE PROVED THEIR APPEAL TO READERS

Books on Present Economic Conditions:

Beveridge, W. H. "Causes and Cures of Unemployment." *Longmans.*
Beveridge, W. H. "Unemployment: A Problem of Industry." *Longmans.*
Calkins, Clinch. "Some Folks Won't Work." *Harcourt.*
Chase, Stuart. "Men and Machines." *Macmillan.*
Chase. Stuart. "The Nemesis of American Business." *Macmillan.*
Donham, W. B. "Business Adrift." *Whittlesey.*
Douglas, P. H., and Director, A. "The Problem of Unemployment." *Macmillan.*
Ely, R. T. "Hard Times." *Macmillan.*
Hamlin, Scoville. "The Menace of Overproduction." *Wiley.*
Hanley, L. H. "Business Forecasting." *Ginn.*
Persons, W. M. "Forecasting Business Cycles." *Wiley.*
Patterson, S. H. "Economic Problems of Modern American Life." *McGraw.*

Books on Problems of Finance:

Arendtz, H. F. "The Way Out of Depression." *Houghton.*
Brailsford, H. N. "The War of Steel and Gold." *Harcourt.*
Brown, W. A. "England and the New Gold Standard, 1919-26." *Yale.*
Cole, G. H. D. "Gold Credit and Unemployment." *Allen.* (English ed.)
Fisher, Irving. "The Money Illusion." *Adelphi.*
Rogers, J. H. "America Weighs Her Gold." *Yale.*

Books that Command Revived Interest:

George, Henry. "Progress and Poverty." *Doubleday.*
Harvey, W. H. "Coin's Financial School." *Coin.* (1894).
Marx, Karl. "Capital." *International Pubs.*
Marx, Karl. "The Essentials of Marx." *Vanguard.*
Walker, F. A. "International Bimetallism." *Holt.*

National and International Studies and Prognoses:

Paish, Sir George. "The Way to Recovery." *Putnam.*
Patterson, E. M. "The World's Economic Dilemma." *Whittlesey.*
Schacht, Hjalmar. "The End of Reparations." *Cape.*
Siegfried, André. "England's Crisis." *Harcourt.*
Thomas, Norman. "America's Way Out." *Macmillan.*

Books of Practical Psychology: Handling Ourselves and Other People:

Hepner, H. W. "Psychology in Modern Business." *Prentice-Hall.*
Hollingsworth, H. L. "Vocational Psychology and Character Analysis." *Appleton.*
Jastrow, Joseph. "Piloting Your Life." *Greenberg.*
Overstreet, H. A. "About Ourselves." *Norton.*
Overstreet, H. A. "Influencing Human Behavior." *Norton.*
Schnackel, H. G. "The Art of Business Thinking." *Wiley.*
Strecker, E. A., and Appel, K. E. "Discovering Ourselves." *Macmillan.*
Webb, E. T. "Strategy in Handling People." *Boulton, Pierce.*

Books of Personal Counsel and Encouragement:

Barrett, E. B. "Strength of Will." *R. R. Smith.*
De Forest, C. M. "How Old Am I Financially?" *Am. Provident Corp.*
Dimnet, Ernest. "The Art of Thinking." *Simon.*
Filene, E. A. "Successful Living in a Machine Age." *Simon.*
Ford, Henry, and Trine, R. W. "The Power That Wins." *Bobbs.*
King, Basil. "The Conquest of Fear." *Doubleday.*
"Larry: Thoughts of Youth." *N. Y. Assoc. Press.*
Young, Vash. "A Fortune to Share." *Bobbs.*

Books that Offer New Opportunities or Readjustments:

Burd, H. A., and Miller, C. J. "Business Letters: Their Preparation and Use." *McGraw.*
Dodge, M. R. "50 Little Businesses for Women." *Carlton Pub.*
Taintor, S. A., and Monro, K. M. "The Secretary's Handbook." *Macmillan.*
Wilson, Elita. "How to Make Money at Home." *Macmillan.*

Listen and Learn

The National Advisory Council on Radio in Education Is Continuing Its Saturday Evening Broadcasts on Aspects of the Depression and on Psychology Today to Large and Enthusiastic Audiences

AT least 100,000 people are finding solace for the dullness of depression in the green pastures of psychology and economics. One hundred thousand people have written to the National Advisory Council on Radio in Education asking for printed lectures or the reading guides or the Listener's Notebooks which have been prepared by the University of Chicago Press to supplement the weekly broadcasts which have been given once a week since the 17th of October. Judging by the flood of letters and requests which have been received, the general level of listeners is much more highbrow than the sponsors of the course imagined it would be. Requests have come from many doctors, sometimes hastily written on a prescription blank. Lawyers and other professional people write for the reading lists. It is impossible to say, so far, whether there is more interest in the economic or psychology series, though it seems a pretty safe guess that more men are interested in economics.

The first of two further series on economics begins on January 9th. Dr. James Harvey Rogers, Professor of Economics at Yale University, will be the first speaker.

On January 30th, Dr. Rexford G. Tugwell of Columbia University will usher in a group of seven consecutive lectures devoted to the timely theme of planning. His subject will be "Responsibility and Economic Distress."

This series will continue through February and into March.

A series on psychology which starts on January 9th and continues through February 6th will be under the general subject "Our Changing Personalities."

The National Advisory Council on Radio in Education has sent out now 100,000 copies of its program. These are going to bookstores, libraries, superintendents of schools, Y. M. C. A.'s, the Asso-

THE MAP SHOWS THE 52 STATIONS OF THE NATIONAL BROADCASTING COMPANY'S NETWORK WHICH ARE CARRYING THE ECONOMICS AND PSYCHOLOGY PROGRAMS

ciation of University Women, The General Federation of Woman's Clubs and such organizations.

Many classes in psychology are listening in regularly to these radio talks.

There has been a definite and very gratifying interest in the series displayed by commercial companies. The Bell Telephone Company has sent out 6,000 programs; Procter & Gamble and the Statler Hotels are two other organizations which have the welfare of their employees so much at heart that they are calling their attention to the opportunities afforded by the course.

A poster and two reading lists are being sent this week to bookshops. It is pointed out to the radio audience frequently in the broadcasts that those who read to supplement the talks will get the most out of them.

WHAT TO READ—I Economics

Calkins, Clinch. "Some Folks Won't Work." *Harcourt.* 1930. $1.50

Carver, T. N. "Principles of Political Economy." *Ginn.* 1919. $1.50

Chase, Stuart. "Man and Machines." *Macmillan.* $2.50

Clay, Henry. "Economics, An Introduction for the General Reader." *Macmillan.* 1918. $2.50

Hayward, W. R., and Johnson, G. W. "Story of Man's Work." *Minton.* 1925. $2.00

Johnson, Alvin. "Introduction to Economics." *Heath.* Rev. and enl. ed 1922. $2.40

Lynd, R. S., and Middletown, H. M. "A Study in Contemporary American Culture." *Harcourt.* 1929. $5.00

Marshall, L. C., and Lyon, L. S. "Our Economic Organization." *Macmillan.* 1921. $1.68

Pollak, K. M., and Tom Tippet. "Your Job and Your Pay." *Vanguard.* 1931. $2.00

Slichter, Sumner H. "Modern Economic Society." *Holt.* 1931. $5.00

Soule, George H., Jr. "The Useful Art of Economics." *Macmillan.* 1929. $2.00

Thorp, Willard. "Economic Institutions." *Macmillan.* 1928. (*World Today Bookshelf.*) $1.50

WHAT TO READ—II Psychology

Allport, F. H. "Social Psychology." *Houghton.* 1924. $2.50

Campbell, C. Macfie. "A Present-Day Conception of Mental Disorder." *Harvard.* 1924. $1.00

Folsom, J. K. "Social Psychology." *Harper.* 1931. $3.50

Franz, Shepherd Ivory. "Nervous and Mental Reeducation." *Macmillan.* 1923. $2.75

Haggard, Howard W. "Devils, Drugs, and Doctors." *Harper.* 1929. $3.50

Hall, G. Stanley. "Senescence." *Appleton.* 1922. $5.00

Kempf, Edward. "Psychopathology." *Mosby.* 1920. $11.00

Martin, E. D. "Psychology." *Norton.* 1924. $3.00

Martin, E. D. "Psychology and Its Use." *American Library Association* (*"Reading with a Purpose" Series*)

Martin, Lillien J., and DeGruchy, Clare. "Salvaging Old Age." *Macmillan.* 1930. $2.00

Haudsley, Henry. "Body and Mind." *Appleton.* 1870. Enl. and rev. 1884.

Moss, F. A. "Your Mind in Action" (title of educational edition is "Applications of Psychology") *Houghton.* 1929. $4.00 (educational edition, $3.00)

Moss, F. A., and Hunt, Thelma. "Foundations of Abnormal Psychology." *Prentice-Hall.* 1932. $4.50

Myerson, Abraham. "Foundations of Personality." *Little, Brown.* 1921. $3.00

Myerson, Abraham. "When Life Loses Its Zest." *Little, Brown.* 1925. $1.75

Ogburn, W. F. "Social Change." *Viking.* 1922. $2.00

Thorndike, E. L. "Adult Learning." *Macmillan.* 1928. $3.00

Watson, John B. "Behaviorism." *Norton.* 1924, revised 1930. $3.00

Watson, John B. "Psychology from the Standpoint of a Behavorist." *Lippincott.* 1919. 3rd ed., rev. 1929. $3.00

Watson, John B. "Ways of Behaviorism." *Harper.* 1928. $2.00

Williams, Frankwood E. "Mental Hygiene." *American Library Association* (*"Reading with a Purpose" Series*). 35c.

Woodworth, R. S. "Psychology." *Holt.* Rev., 1929. $3.00 (text-book ed., $2.50)

Books of Interest to Business Men

A Shopping List Prepared By Business Information Bureau, Public Library, Cleveland, Ohio

Roads to Prosperity

"Banks and Prosperity." L. D. Edie. *Harper.* 1931. $2.50

Colonel Leonard P. Ayres says that when such an able economist writes a book on such a subject in such times as these, "that book has to be read."

"Business Adrift." W. B. Donham. *McGraw-Hill.* 1931. $2.50

Considered by many the most thought-compelling business book of the year. Analyzes the causes of the present world-wide depression and proposes a plan for stabilization.

"Program for America." Will Durant. *Simon & Schuster.* 1931. $1.25

A survey of the American scene, and a program that calls for cooperation and conscious control.

"Swope Plan." J. G. Frederick. *Business Bourse.* 1931. $3.50

"Full details, criticism, and analysis of the Plan with chart comparing the eight economic stabilization plans recently proposed."

"Way Out of Depression." H. F. Arendtz. *Houghton.* 1931. $1.00

"An amazingly clear and succinct explanation of the present situation even though you may not agree with the solution offered." A plea for bi-metallism.

"Way to Recovery." Sir George Paish. *Putnam.* 1931. $2.00

The way out of the depression as seen by a great English economist. A book that Wall Street has seriously considered as a guide to the way out of the present crisis.

Some Who Reached the Top

"Alexander Hamilton, First American Business Man." R. I. Warshow. *Greenberg.* 1931. $3.50

Portrays Hamilton's pioneering activities as financier and industralist, as well as his colorful private life.

"Autobiography of Lincoln Steffens." *Harcourt.* 1931. $3.75

The fascinating life story of a "muckraker," disillusioned but still lovable and optimistic.

"Business Biography of John Wanamaker." J. H. Appel. *Macmillan.* 1930. $5.00

From this story of America's merchant pioneer the reader gets an excellent idea of the growth of modern commercial methods.

"Ford Men and Methods." E. P. Norwood. *Doubleday.* 1931. $2.00

The story of a marvelous industrial enterprise, emphasizing, not the machine, but the men and management.

"House of Morgan." Lewis Corey. *G. H. Watt.* 1930. $5.00

"A social biography of the masters of money."

"Incredible Carnegie." J. K. Winkler. *Vanguard.* 1931. $3.50

Written in the same vivid style as his "Morgan the Magnificent" and "John D."

"J. C. Penney, the Man with a Thousand Partners; as Told by R. W. Bruère." *Harper.* 1931. $3.00

Autobiography of the founder of a nation-wide chain of stores, whose managers and executives are his partners in business.

"Millionaires and Grub Street." J. H. Bridge. *Brentano's.* 1931. $3.50

Reminiscences of comrades and contacts in the last half century. Includes chapters on Andrew Carnegie, Elbert H. Gary, and Henry Clay Frick.

"Mirrors of 1932." *Brewer, Warren & Putnam.* 1931. $2.50

Anonymous sketches of ten possible presidential candidates, including Newton D. Baker, Owen D. Young and Gifford Pinchot, with cartoons by Cesare.

"More They Told Barron; the Notes of the Late Clarence W. Barron." *Harper.* 1931. $5.00

More conversations and revelations of this "American Pepys in Wall Street" like those made public last year in "They Told Barron."

"New Roads to Prosperity." P. M. Mazur. *Viking.* 1931. $2.00

A plea to the leaders of American capitalism to give up their blind opportunism and develop a concerted plan of production and of proportionate consumption.

"Story of Dwight W. Morrow." M. M. McBride. *Farrar & Rinehart.* 1930. $1.00

"Washington as a Business Man." H. L. Ritter. *Sears.* 1931. $3.50

The "Father of his Country" was also the father of modern "big business." This first complete account of his varied business activities pictures him as having remarkable foresight, inborn executive capacity, and an extraordinary sense of justice and fair dealing.

"Big Business"

"Fortune's Favorites." Fortune Magazine. *Knopf.* 1931. $5.00

Portraits of some great American corporations, such as the American Telephone & Telegraph Co. and the Great Atlantic & Pacific Tea Company.

"Frankenstein, Incorporated." I. M. Wormser. *McGraw-Hill.* 1931. $2.50

Modern society is a Frankenstein which has created a new monster—the giant corporation. How shall we cope with it?

"Graft in Business." J. T. Flynn. *Vanguard.* 1931. $3.00

A fearless exposé of the "rackets" in finance and business, by the author of "Investment Trusts Gone Wrong."

"The Public Pays." E. R. Gruening. *Vanguard.* 1931. $2.50

A scathing account of the propaganda of the power and light utility interests as revealed by the recent Federal Trade Commission investigation.

Successful Living

"Fortune to Share." Vash Young. *Bobbs-Merrill.* 1931. $1.50

A cure for the depression blues. One business man says, "Anyone reading it will tighten up his belt and take a new lease on life."

"Strategy in Handling People." E. T. Webb & J. J. B. Morgan. *Boulton, Pierce.* 1930. $3.00

How to make people like you; how to put across your ideas; how to impress strangers; how to inspire loyalty; how to size up people—this book tells how various successful men have done these things.

"Successful Living in This Machine Age." E. A. Filene. *Simon & Schuster.* 1931. $2.50

Glenn Frank says: "There has been so much bunk and balderdash written about the impossibility of the human spirit's keeping alive in a machine age, that this book comes like a breath of clean and antiseptic air through a stuffy room."

Investments

"Art of Speculation." P. L. Carret. *Barron's.* 1930. $2.50

"Based on the assumption that dependable money can be made by intelligent speculation based on knowledge rather than advice. This edition contains a new chapter on technical factors vs. economic fundamentals."

"Doctor and His Investments." M. S. Rukeyser. *Blakiston.* 1931. $2.50

Sound advice, not only for the physician, but for any professional man, on how to invest his savings. Lays down a broad program, and also names specific stocks and funds to buy.

"Dow, Jones Averages and the Barron's Averages." 3rd ed. *Barron's.* 1931. $1.00

An explanation of Dow's theory of stock price movements and tables of the Dow, Jones averages from June, 1931, back to 1897. Includes also explanation and tables of Barron's averages of industrial and railroad stock prices.

"Everyman and His Common Stocks." L. H. Sloan. *McGraw-Hill.* 1931. $2.50

A study of long term investment policy, by a Vice President of the Standard Statistics Company.

"Investment and Speculation." Lawrence Chamberlain and W. W. Hay. *Holt.* 1931. $3.00

Discusses the relative rewards and dangers inherent in investment and speculation. Common stocks and investment trusts are placed definitely in the speculative class, contrary to the philosophy in vogue during the early days of the "new era."

Foreign Civilizations

"Challenge of the East." G. Sherwood Eddy. *Farrar & Rinehart.* 1931. $2.50

The author of "The Challenge of Russia" presents here the actual conditions in the various countries of the Orient during this period of violent transition.

"Mexico; a Study of Two Americas." Stuart Chase. *Macmillan.* 1931. $3.00

A penetrating comparison of two economic systems—handicraft and machine. How a Mexican community of machineless men carries on and how it compares with our own "Middletown." Delightful illustrations add to the charm of this unique book.

"Soviet Russia; a Living Record and a History." W. H. Chamberlin. *Little.* 1931. $3.50

A revised edition of the book which many consider the best interpretation of Soviet Russia in English up to date.

For the Executive's Desk

"Crowell's Dictionary of Business and Finance." Revised edition. *Crowell.* 1930. $3.50

More than a mere dictionary—a compendium of terms, tables, abbreviations. and a wide variety of business information. Almost as indispensable as the telephone directory.

"Handbook of Business Administration." Edited by W. J. Donald. *McGraw-Hill.* 1931. $7.00

A compendium of the latest and best thought in the field of management, collected by the American Management Association.

For the Secretary's Desk

"Secretary's Guide to Correct Modern Usage." C. O. S. Mawson. *Crowell.* 1930. $2.00

Will settle troublesome questions of punctuation, capitalization, spelling, and abbreviation.

"Secretary's Handbook; a Manual of Correct Usage." S. A. Taintor & K. M. Monro. 4th edition. *Macmillan.* 1931. $3.50

No matter what a secretary is called upon to write, from a telegram to a constitution, she will find this book helpful.

Laughing It Off

"Oh Yeah?" Compiled from newspapers and public records by Edward Angly. *Viking.* 1931. $1.00

"Oh yeah?" seems to be the only appropriate comment for these solemn assurances that "All is well" made in 1929 and 1930 by such authorities as Irving Fisher, Roger Babson, Charles Schwab, Herbert Hoover, et al.

"Yoo-Hoo, Prosperity!" Eddie Cantor and David Freedman. *Simon & Schuster.* 1931. $1.00 (or a carload of wheat)

The Eddie Cantor Five-year Plan.

A Little of Everything

"America Weighs Her Gold." J. H. Rogers. *Yale University.* 1931. $2.50

A popular but authoritative treatment of a very timely subject.

"Epic of America." J. T. Adams. *Little.* 1931. $4.00

How the American people have become what they are today in outlook, character, and opinion. The chapter entitled "Age of the dinosaurs" deals with giant corporations.

"Modern Economic Society." S. H. Slichter. *Holt.* 1931. $5.00

Presents every aspect of economic activity as a vital phase of daily life.

"Nemesis of American Business." Stuart Chase. *Macmillan.* 1931. $2.00

Reprints of ten stimulating magazine articles on current economic problems.

"Public Speaking for Executives." C. W. Mears. *Harper.* 1931. $3.00

From his own wide and successful experience as a public speaker the author tells what and what not to do. Anyone who is ever called upon to act as chairman of a meeting will be thankful for the chapter entitled "The meeting and the chairman."

"Romance of Transport." Ellison Hawks. *Crowell.* 1931. $3.00

A well illustrated history of transportation, from the earliest beasts of burden to the latest ships of the air.

Advertising and Selling

"Broadcast Advertising, the Fourth Dimension." F. A. Arnold. *Wiley.* 1931. $3.00

Reflects the practical knowledge and personal experience of the author, who is Director of Development of the National Broadcasting Company.

"Facts and Fetishes in Advertising." E. T. Gundlach. *Consolidated Book Publishers.* 1931. $5.00

This breezy and sensible book should prevent any advertising man from taking himself too seriously.

"More Profits from Advertising and More Advertising from Profits." C. Rheinstrom. *Harper.* 1931. $3.50

For anyone interested in knowing more about how advertising works and what can be expected of it. Crammed full of facts, but not a dull page in it.

"Self-Management in Selling." D. R. Osborne. *Harper.* 1931. $3.50

Specific examples of right and wrong selling technique which will help salesmen to correct their own shortcomings by self-analysis and self-training.

THE Publishers' Weekly
The American Book Trade Journal
Founded by F. Leypoldt

Published by the R. R. Bowker Co.
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62 West 45th Street

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January 9, 1932

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —Bacon.

Get Displays Ready

BOOKS have never had a more important part to play than that which falls to them in this present need of wider public interest in social interpretation and economic betterment. The country's leaders have seen clearly that we must think our way out of our difficulties both as a nation and as a unit in the world of nations and that side by side with the solving of the general problem must be the thinking out of the personal difficulties which are confronting every household.

A month back when the President's Committee suggested to the booktrade and to the libraries that they play a constructive part in this situation, the booktrade was involved in the arduous task of lessening the deficits of the difficult year by adding as large a December total to the year's business as possible, and could not immediately turn its attention to this subject; but, with the decks cleared, we must now push ahead on this project. The first step must be for each individual bookstore which has not already done so to segregate the books on the subjects that are of most timely help and inspiration, bring them together, label the counter with what they are,—*"Books for Thinking America,"*—bring all fresh titles to this counter, keep books in the window which bear on this subject, and prepare advertising to promote the idea among the store's reading clientele.

Such emphasis gives the visitor to the store an interesting counter to browse over, a new type of reading to consider that fits in well with his already established interest in such subjects, stimulated as it has been by newspaper and magazine discussion.

The week of January 17th has been set for the cooperating groups to lay special emphasis on the display of books, on the "way out" and the cause can be given great impulse by having these simultaneous displays in the windows of every bookstore as the week opens.

What Is Needed

"WHAT every publisher in the country needs," writes John Macrae, President of E. P. Dutton & Company in a New Year's letter to the trade, "and what every bookseller needs is to have his business looked at by a sound, commonsense accountant so that he can actually know what he is losing or what he might make in profit if his business were properly organized. January of 1932 will make it necessary for all elements of the book business to look squarely at conditions as they now exist and to make preparations that their business for the coming year shall be run on a sound economic basis."

This emphasis of adjusting each element of business to the new situation is the sound one, and Mr. Macrae calls on both publishers and booksellers to realize this situation. If 1931 is to be taken now as a basic year and expenses are so far as possible adjusted to these totals, the process means a strain for every organization but this offers the only way out. The prophets for the business year predict a slow rebuilding at least in the early months of the year.

Large readjustments of expenses are difficult to make, as every book publisher and retailer knows. Rents are signed up for periods of years, salaries get fixed, and living expenses get adjusted to those salaries. It may be that tenants can bring about a wider adoption by landlords of the

principle of rents based on a percentage of gross business, and perhaps salary adjustments and management drawing accounts can be fixed in the same proportion. These two items make up the larger part of the store's expense, and their adjustment to the new situation is necessary to supply the sound economic basis which Mr. Macrae is pleading for.

First Reaction to the Booktrade's Economic Survey

ON Monday morning of this week the Cheney Report came through to the trade, a large blue volume, full of statistics and provocative comment. As one publisher said, "If Mr. Cheney wanted to rouse the publishers to action, he certainly phrased portions of his report admirably to that end."

The first comments in the newspapers showed the "news" angle of some of the chapters. The *Herald Tribune* placed the story on the front page with the heading, "ECONOMIC ILLITERATES ARE BLAMED FOR PUTTING BOOK-TRADE ON THE ROCKS, *Cheney Report Calls Publishers Romantics Trusting to Magic.*"

The *Times* heading read, "PROPOSES REFORMS TO SAVE THE BOOK-TRADE, *Report Says Industry in Need of Rehabilitation.*"

The New York *Evening Post* prefaced its column with the heading "CHENEY SURVEY SHARP WARNING TO PUBLISHERS, *Book Industry Comes in for a Wholesale Lashing and Sharp Warning to Mend its Ways or See Business Collapse.*"

The general opinion in the publishing industry is that there will be a very careful reading of the report throughout each publishing office, a study of the findings, applications of ideas to individual business, and later, under new committees soon to be elected, a coordinated study of the recommendations. Typical of publishers' attitude is the comment of Frederick A. Stokes, who said, "I am making a careful study of the entire report, and shall be glad to cooperate with other publishers in carrying out its recommendations."

Edward S. Mills, head of Longmans, Green & Company and President of the National Association of Book Publishers during the period when this Survey has been conducted, announced that special committees of the Association would be organized to study the findings of the Survey, which was undertaken, he pointed out, "to get a detailed analysis of the economic structure of the industry from an impartial observer." "Many of the weaknesses pointed out in Mr. Cheney's Report," continued Mr. Mills, "have long been the subject of discussion among publishers. All industries are facing critical problems today. We have had this Survey made in order to approach ours with as complete data in hand as possible."

Some publishers asserted that the economic yardstick could not be laid down as a measure for a business like publishing. John Macrae, President of E. P. Dutton & Company, said, "There is a spiritual influence in the book field which is unique because books are personal, and it is ridiculous to judge our profession with the same standards as one may justifiably judge a purely commercial endeavor."

Comments from booksellers on the chapters pertaining to bookselling have not yet been received, but those dealers who cooperated with the Survey Office in supplying statistics have been sent copies. The *Publishers' Weekly* will later print retailers' comments. As the Survey gives such strong emphasis to the problems of distribution the study in these findings will have special importance.

The Survey's comments on the state of literary criticism, on the function of authors' agencies, on library purchasing, etc., are also likely to arouse much interest.

The *Publishers' Weekly* will in its next issue carry extended comments from some of the leaders of the industry, and it will in subsequent numbers take up the different issues that have been discussed in the various chapters of the document.

The courage of the publishing industry in underwriting such a study of the industry and in having this information available to guide its course in the next year has been widely praised, and, in spite of the common criticism against the technique of its presentation with its tart and sometimes hasty generalizations, there seems to be a general intention to take home to individual businesses and, through committees, to the general trade, those suggestions which seem most helpful.

Outside Selling

Ways and Means of Developing Field Work

Stanley Walker
The Dial Press

IT is with some hesitation that I risk any suggestions for the betterment of the book business, because the front lawn of our slightly burning book home has so often been trampled by volunteer firemen and several expensive mirrors were pitched out of upper windows by those stalwart heroes who answered the first alarm.

Now, however, if I may drop the simile of the burning house, I would first humbly point out that most of the suggestions for the improvement of bookselling have been too often defensive tactics. And battles are won by offensives. Many excellent suggestions are made every day as to methods of handling the customer after he is in the store; and of course we are familiar with the various window dressing stunts designed to bring the customer into the store. Nevertheless, a few booksellers have confided to me that somehow the usual number of prospects have not been coming in.

One rescue plan that has many devotees just now is scientific management. Chain store managers insist that our future depends on this. And so long as it does not serve as a substitute for thinking, the additional arithmetic probably does no harm. Having spent two years with the Ford Motor Company, I am not unaware of the value of management and control; but most bookshops are smaller than Mr. Ford's place, and some of the science injected into their management looks to me a bit like hiring a marine Chief Engineer to ride in a canoe. And at any rate, scientific management is not able to create business. It is defensive strategy. The bookkeeper is a worthy fellow, but the trade keeps too many books now for comfort!

And is it not just possible that the diligent arranging of trick tables and the use of calculus in stock checkups, may not become an excuse for watchful waiting? We are in the midst of an economic depression; and if the mountains of returning prosperity will not come to us, it may be necessary for us to go to the mountains.

At present our principal sales seem to be light fiction for the circulating libraries, though a few natural sellers emerge. This is not a desirable state of affairs for several obvious reasons, not the least of which is that intangible but valuable something known as prestige.

Therefore, why not leave the shop in the hands of the circulating library assistant and the bookkeeper, and be a sales manager rather than a big executive? Every sales manager knows that there is no substitute for imagination backed by leg work. So it may be wise to leave the shop occasionally during business hours—on business. Of course, this does not mean wandering around asking strangers to "please buy a book," but in most places there are unworked markets.

In any city where a good bookstore is located, it will make a favorable impression on civic leaders and educational groups to find the booksellers coming forward with constructive ideas. The dealer should go through his sale records noticing the purchases that might indicate contacts with organizations and study groups such as Women's Clubs, Churches, Travel Clubs, Little Theaters, Lecture Courses, etc. Any one of these groups may be planning for books in connection with their activities and will be glad to have the booksellers' close co-operation, or if no such plans have been made, new ideas may be worked out.

The booksellers are usually in close touch with the local schools, the superintendents and teachers, but if they are not, they should be.

Many school teachers, for instance, could be sold on the idea of a sort of adult circulating library at their school, the books

to be selected and paid for by themselves, and passed around in their own group. In fact, I know of several schools where teachers have voluntarily organized such groups, each contributing a few dollars to a fund and sending one of their members shopping once a month—to a bookstore, by the way. The superintendent of schools can furnish lists of principals who would call meetings of their staffs if an intelligent idea were to be presented by the bookseller. Details would vary somewhat with local conditions, but they could generally be arranged by a tactful bookseller.

A rough suggestion: sell a group of teachers a contract for, say, twenty-five books to be delivered in groups of five at regular intervals; each subscribing teacher to select one or more books from "Books of the Month," or some similar list; each member to be loaned all of the books; the member who selected a specific book, to own that one finally.

Then there are clubs and groups of business and professional men, as well as individual men and women who would be prospects for similar plans, especially for sales of a selection of books on some topic of burning interest. Many excellent book lists are being suggested now in connection with the "Books For Thinking America" campaign. Some churches have funds that might be appropriated for a club group of religious books.

Cities that are large enough to support a bookstore have many diverse groups of people that are prospects for books. I do not suggest that a bookseller can take time to sell individual titles by personal canvass, but he probably can take time to sell a block of twenty-five titles to some school, club, church or other group. Especially so, as at the same time he sells an idea that will go on working for him. And I feel sure that the personal contacts made by such a roving bookseller would be very valuable aside from the initial sale that might result. The bookseller should be, by nature, and by virtue of his profession, the personal friend of local leaders, ministers, teachers, bankers and journalists.

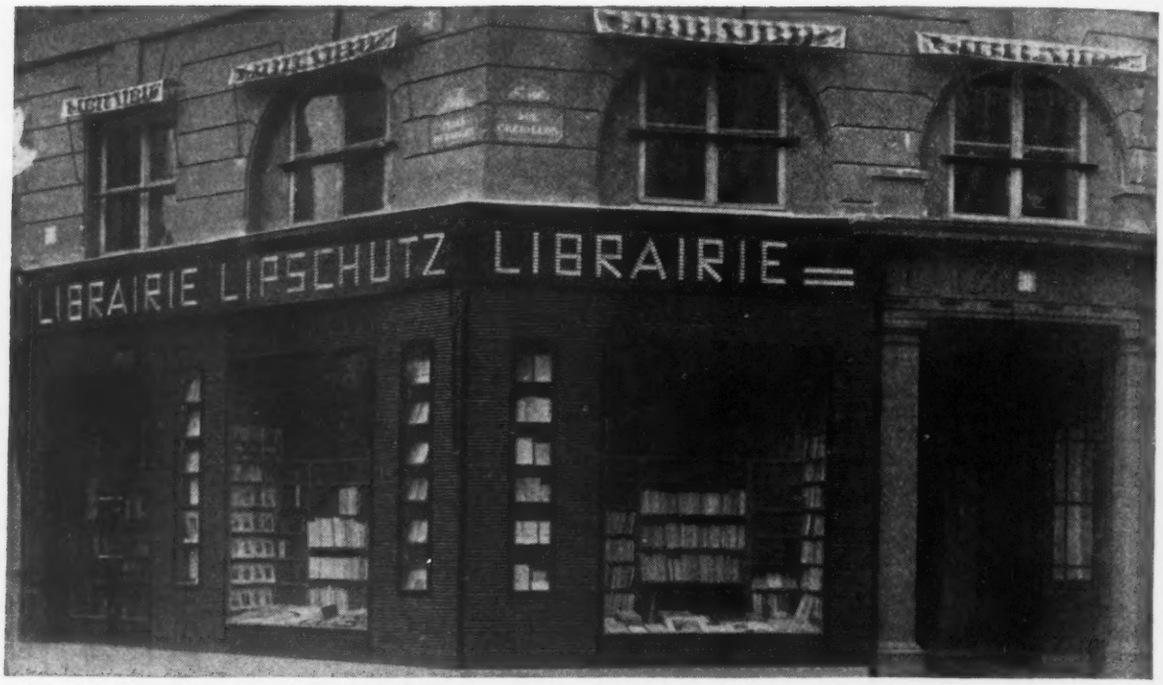
And if those leaders quit coming to his shop, he can still go to theirs. In any case the bookseller can, by a personal call, remind them that in the bookstore can be found not only the least expensive form of entertainment, but also wide fields of knowledge and information unequalled by any other form of merchandise.

The quiet season is upon us. An hour a day invested in field work will bring better returns than talk of hard times.

Modern Shopfronts in Paris

Librarie Lipschutz and Ex Libris-Librarie Française et Etrangere Are Two Interesting Examples of the French Conception of Modern Architecture and Decoration as Applied to Bookshop Façades

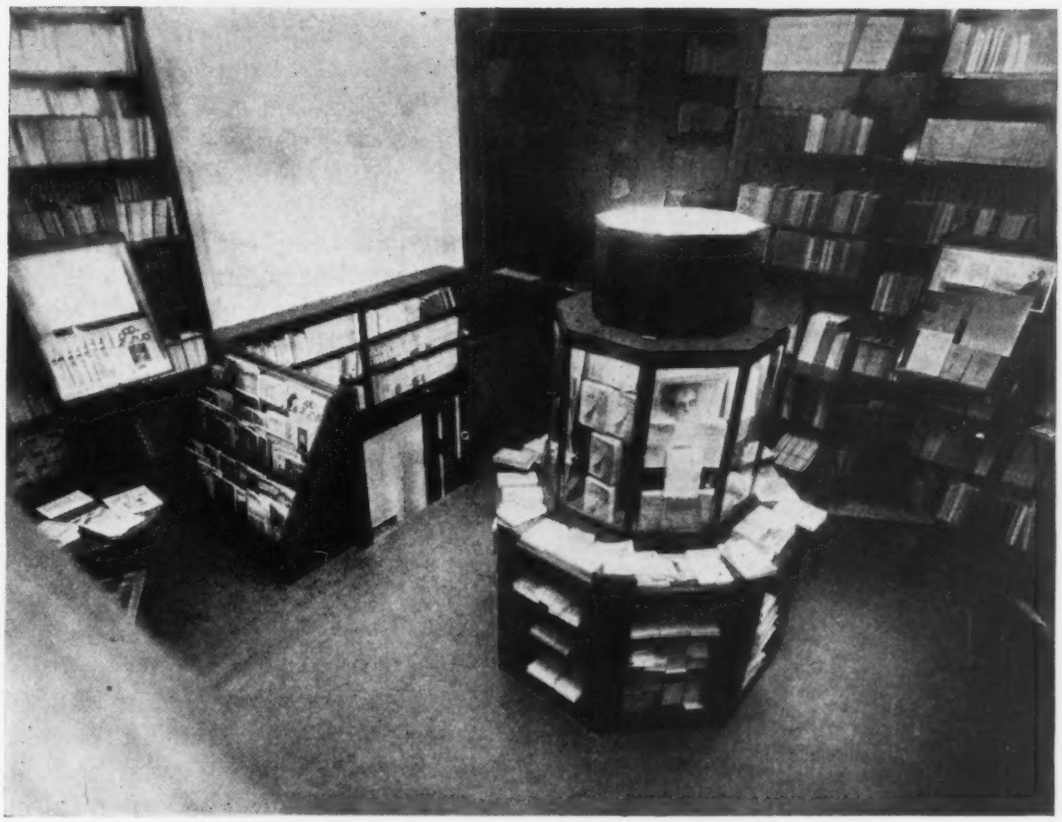
AT 4, Place de l'Odeon, opposite the theater, you will find the Librarie Lipschutz, one of the most interesting bookshops, from the architectural point of view, in Paris. Originally, as you can see from the photographs on the following page, the shop site was a battered, nondescript hole in the wall. Its transformation is remarkable. Particularly noteworthy is the disposition of window space. Perhaps the most unusual single aspect of this transformation is the use of aluminum. The shop name is in raised aluminum, the only instance in Paris of this type of letter on a shop. It has special value because of the typical grayness of the atmosphere—the aluminum letters have a brightness despite the weather. The wood of the shopfront is brown, in a curious corrugated effect. The walls of the windows and the shelving therein are in a rich blue-green, which is used inside the shop as well. The center section of shelves in the windows open back into the shop, running on a semi-circular metal track in the floor, making it very easy to get a book out of the window or to re-arrange the display. This same device is used by the jewelry shops along the rue de Rivoli. The architect for the store was Mlle. Claude-Levy and



Librairie Lipschutz: a "before and after" study

the design has won the approval of *L'Art Vivant.*

Ex Libris-Librarie Française et Etrangere is at 1, Place du Theatre-Français, near the Cafe la Regence. It was established a year ago, under the managership of Erling Beckmann. The marble front, of a very dark brown, almost black, is particularly striking, and has cut into it the architect's name: Eric Bagge. Most striking, however, is the shop name—black letters standing out in relief against a deep-set stark white background. It is easily visible from the buses that careen between the two fountains of the Place. Note especially the shallow cases at a convenient level in front of the windows. These are filled with reviews clipped from papers, and a few books. The windows and the interior are in a pleasing light brown wood. Unusual in Paris, Ex Libris sometimes devotes a whole window to one book.



Exterior and interior views of Ex Libris

In America, modern architecture and decoration in bookshops already has several successful examples. Pictures of B. Westermann & Company's shop in New York, the Satyr Bookshops in Los Angeles, the Walden Bookshops in Chicago, and the Kaufman book department in Pittsburgh have appeared in the *Weekly*.

Customers' Choice

BRILLIANCE is apparently coming into its own again says Alan Pryce-Jones reviewing a group of three just published English novels in the December London *Mercury:* "Misogyny Over the Week-end" by Ronald McNair Scott; "Making Conversation" by Christine Longford; and "A Strong Man Needed" by Maurice Richardson. "Rapes, and slums and compound adultery, which used to be the peculiar province of the young, have already been overcrowded; there is hardly room for a beginner to peg his claim even to unnatural vice as a subject. Therefore he is forced to amuse."

Mr. Pryce-Jones surmises that it is perhaps now safe for a young novelist to write a fantastic novel without unconsciously imitating Firbank. So Mr. Scott writes his novel after the manner of Peacock and Mr. Richardson has vaguely as his spiritual parent, Frank Stockton. We make a mental note to re-read these old favorites.

It's a pity that there is so little room, Mr. Pryce-Jones points out, for clean fun, but Mr. Priestley has rather unfairly covered almost the whole territory.

Of these three books, only one has been definitely announced for American publication so far as we know. "A Strong Man Needed" will be published by *Liveright* on January 8th. The publisher's note says a new humorist has arrived in our midst, and there are so few humorists that we should be thankful.

A special note on the editorial page of the same issue of the London *Mercury* is headed "A Book Specially Recommended." The book recommended is "Loona" by Norman Walker. "It came out some weeks ago (that is in London) and has been done very much less than justice by the reviewers who would all have been justified in devoting columns to it."

"Loona" is compared to last year's favorite, "His Monkey Wife," for the same qualities of poetry and wit.

Morris Cohen's "Nature and Reason" was included on *The Nation's* Honor Roll for 1931 as a book which seems "destined to rank as a brilliant milestone in American thought." It received excellent reviews, and although its initial sale was mostly to the fairly limited professor-scholar group, it is emerging as a serious work of rather wide appeal. The Jewish intellectual group seems to have had a good deal to do with this increase in interest. Julius Rosenwald, for example, bought large numbers of it to send around to thinking friends. *Harcourt* publishes it.

An unusual, special sort of novel is "Mary Lee" by Geoffrey Dennis. Originally published by *Knopf* in 1922 it evidently received little attention, was reissued in 1927, and now has been published by *Simon & Schuster*—the third attempt, in the words of Clifton Fadiman, "to bring to the attention of the intelligent reading-public an extraordinary man and an extraordinary writer." *Simon & Schuster* are also publishing Dennis' last novel, "Red Room." "The End of the World," published in 1930, won for Dennis the Hawthornden Prize of that year. Perhaps Dennis' literary star will be comparable to that of Henry Handel Richardson.

"The Money Game" by Norman Angell did fairly well in England. It was first published here by *Dutton* in 1929, at $6. In February a popular $3.75 edition will appear. In the same month Angell will broadcast over the Columbia network demonstrating the money game and how to play it. This same radio program in England sold 500 copies of the book.

A book which ought to appeal to thinking Americans is "The Martyrdom of Man" written long ago by Winwood Reade, a nephew of the famous Charles.

About a year ago *Dutton* reissued it at $2.50. At that time it made quite a hit with several Americans who think publicly. Among these were Heywood Broun and Gilbert Seldes.

We have reported before the Channel Book Shop's great enthusiasm for Wingfield-Stratford's "They That Take the Sword"; also the shop's unique sale of 536 copies of the book. Miss Anderson has been receiving many letters from Senators (each Senator was presented with a copy of the book the day Congress opened) expressing interest. In the shop itself the book has attracted an encouraging number of thoughtful customers despite the fact that it was not a so-called Christmas book and has little "seasonal" appeal.

One bookseller friend made the suggestion the other day that a window of Books for Thinking Americans might be effectively composed of "Pretty Pictures," "Rejections," "Peter Arno's Circus," "Ballyhoo, Hullabaloo," "Salt Water Taffy," "The Stag at Eve," "Believe It or Not," "Culbertson for Morons," etc., the display to be captioned by the N. A. B. P. poster and relieved by a front border of "Oh Yeah!"

There seems to be a rather decided feeling among a good many booksellers we know that men don't go in for serious, significant works nearly so much as do women. The idea is that the big business and professional thinkers want to get their minds off thinking and so read detective stories. A great many women, however, like to think in their leisure time. At Scribner's Book Store they seem to favor "Can Europe Keep the Peace?" and Winston Churchill's "The Unknown War."

Charles A. Beard's "America Faces the Future" is due from *Houghton Mifflin* in February. This is called "a milestone in economic planning."

Caresse Crosby, owner of the Black Sun Press of Paris, is in America and reports that the Black Sun Press will soon issue a series of inexpensive editions including "The Torrents of Spring," by Ernest Hemingway and "The Devil in the Flesh" by Raymond Radiguet, with an introduction by Aldous Huxley. The publications of the Black Sun Press are distributed in this country by Harry F. Marks, 31 West 47th Street, New York City.

From Paris also came, at the year's end, one of the most striking of the season's picture books for American children, "Daniel Boone," by Esther Averill and Lila Stanley, with colorful modernistic lithographs by Fedor Rojanlsovsky. The address of the publishers is given as 7 rue Allasem.

Frank Magel, manager of Putnam's Book Store, was encouraged enough by his experience with an evening auction sale in November to try two afternoon auction sales on the 13th and 14th of January, at 2 o'clock. There will be 500 items of good English stock on the catalog and W. S. Scott will be the auctioneer.

The most recent of Gertrude Stein's books is called "How to Write" and a copy comes to our desk, a solid little volume of about 400 pages, from a publishing office called Plain Edition, 27 rue de Fleurus, Paris. Among the subjects in the table of contents are: Saving the Sentence, Sentences and Paragraphs, Arthur A. Grammar, Finally George A Vocabulary, Forensics.

New Classical Journal

GREECE AND ROME is a new classical journal which the Oxford University Press is issuing on behalf of the Council of the Classical Association of Great Britain. The object of the new journal will be to make accessible new or important aspects of classical knowledge in a form having especial regard to use in colleges and schools and which will also appeal to all interested in classical learning..

Papers definitely devoted to original research will be excluded and dealt with, as hitherto, by the existing journal of the association. The price for a single number of the new journal is 75 cents net, with an annual subscription (three numbers) $2.00 net, post free.

How to Find a Picture

TO their useful reference series, F. W. Faxon, Boston, have added a "General Index to Illustrations" which has been compiled by Jessie Croft Ellis and includes nearly 500 pages, some 22,000 references to all fields of illustration, excluding nature, a subject which the editor had covered in a companion volume. To use this book, for example, for reference to cathedrals, one finds the name of a particular cathedral in the index under which two or three references to the periodical or books in which the illustrations appeared, are given. For example, Chartres Cathedral appeared in Reinach's "Apollo" opposite page 110 or in *House Beautiful* of June 1929; Durham Cathedral is found in Price's "The Practical Book of Architecture," opposite page 52, or in the Connoisseur magazine of June, 1923; Mexico City Cathedral can be found in the New International Encyclopedia, volume 15, opposite page 554. The whole list includes reference to pictorial material in many fields but is especially strong in art, architecture, history and literature.

Books of Australia

ACCORDING to figures quoted in the London *Publishers' Circular* the British book exports to Australia have been:

1929—133,111 cwt.	£1,094,346
1930—101,074 cwt.	£828,221
1931 (9 mos.)—50,164 cwt.	£367,549
1931—Estimate for year	£500,000

Bad business conditions in the Commonwealth have been responsible for this decrease, the difficulties being augmented by the Sales Tax.

Census for Bookstores

THE Census Department has released its figures of retail sales for the year 1929 for the State of Massachusetts, one of the best book sections in the country. The census takers found 108 stores with a total business of $4,796,000. This means that the purchase of books were $1.13 per capita for the state.

It is interesting to compare this with the stationery and engraving business which had 114 stores doing $4,753,000 worth of business or $1.12 per capita.

Classified under bookstores are all stores whose major business is books, but this classification does not include department stores, which would make a very large addition to the amount sold, nor does it include the large number of books sold in the five and ten cent and other stores. On second-hand bookstores the Department gathered statistics from only five stores.

The retail sales report of the Census Bureau has been received for North Carolina which indicates that canvassers for the Census found 36 bookstores doing a business of $961,233, or per capita sales of 30 cents. This does not include reports from department stores, book sections or from second-hand bookstores, of which none is recorded.

The Bureau of Census has also released its totals of retail stores in New York State which shows that there are 774 retail bookstores with total sales of $13,540,485. This does not include the sales in department stores, gift shops, newsstands and second-hand stores.

As these figures for the various states are released and the totals compared, the industry may be able to get from them, because the facts are on a camparable basis, some general picture of the bookselling facilities of the different sections of the country. This picture will make it easier to decide where it would be most profitable to place new sales emphasis and develop new outlets.

Book Dealer Sentenced for Thefts

CHARLES ROMM, forty-nine year old New York book dealer, was sentenced to the penitentiary, for a term not to exceed three years, on January 4th in the court of General Sessions by Judge Max S. Levine. Romm, charged with being at the head of a group of library thieves who stole, over a period of three or four years, rare books valued at $40,000, was indicted on eight counts and pleaded guilty to one indictment.

The most expensive of these books was "Fragment of a Journal of a Sentimental Philosopher," valued at $400, and stolen from the Widener Library at Harvard on March 1, 1929. Others were taken by Romm and his associates from the Columbia, Dartmouth and New York Libraries and other institutions.

Communication

THE "CHINATOWN QUEST" WINDOW

Stanford University Press.

Editor, *Publishers' Weekly:*

I have just been scolded severely by David Newberry. It was I who sent you the picture of the Emporium's window on "Chinatown Quest," and the information concerning it. Now Dave rises in wrath because he was given credit (by me) for designing it. He would like it known that he is peculiarly blessed by the presence on the Emporium staff of one Mr. Barney, a great artist, who conceived and executed the "Chinatown Quest" window from first to last and top to bottom.

My apologies go to you for misinforming you; also I want to express my pleasure in the award to the Emporium.

DAVID LAMSON.

Book Notes

THE News Bulletin of the League for Independent Political Action, whose headquarters are at 52 Vanderbilt Avenue, New York, is carrying book notes on new material published in the sphere of its members' interest. The League was organized by John Dewey, and the Executive Secretary is Howard Y. Williams .

Price Note

THROUGH a mix-up at the bindery, part of the stock of "Sheriff Killer" by Dane Coolidge was delivered direct from the bindery with the $2.50 price printed on the jacket. The correct price of this book is $2.00. The publication date is January 19th. Former Dane Coolidge books were priced at $2.50. This is his first book at the price of $2.00 in recent years. Dutton is the publisher.

Obituary Note

FRED HAYDEN CARRUTH

FRED HAYDEN CARRUTH, newspaper man, editor and author for fifty years, died on January 3rd at his home, Journey's End at Briarcliff Manor, N. Y. He was sixty-nine years of age. Born near Lake City, Minn., Mr. Carruth's first occupation was teaching a district school. Next he went to South Dakota and founded the *Bell,* a country weekly. When this failed, in 1888, he became an editor on the New York *Tribune,* where he remained until 1892 when he resigned to devote his time to short stories. Some of Mr. Carruth's works were: "The Adventures of Jones," "The Voyage of the Rattletrap," "Track's End" and "Mr. Milo Bush and Other Worthies, Their Recollections." Later on he joined the staff of *Harper's Magazine* and, lastly, in 1915, became associated with the *Woman's Home Companion.* He is survived by four sons.

Changes in Price

HARPER & BROTHERS

The price of "Petroleum in the United States and Possessions" has been changed from $16 to $12.50.

Business Notes

BOSTON, MASS.—Hancock Book Shop, Inc., will start in business about the middle of January at 101 St. James Ave. A lending library will be installed.

CYNTHIANA, KY.—Ecklar & Carr, House Furnishings, 108-112 Walnut St. W. J. Ecklar. Rental library added November 18th.

NATCHEZ, MISS. — Ye Olde Book Shoppe. Theodosia Marshall and Catharine Dunbar. Opened December 7th.

NEW YORK, N. Y.—After twenty-one years at 44 Barclay Street, P. J. Kenedy & Sons will move on January 15th to their own building at 12 Barclay Street.

NEW YORK, N. Y.—Curtis Brown, Ltd., have moved from 130 W. 42nd Street to larger quarters at 10 E. 49th Street on December 30th. The new telephone number is Plaza 3-8362.

PASADENA, CAL.—Phillips & King, Inc., 112 E. Colorada St. Harry W. Phillips. Cigar dealers. Rental library opened November 1st.

PHILADELPHIA, PA. — The Ludlow Street Book Store has moved to 23A S. 18th-1740 Ludlow Street and will be known as the Rittenhouse Book Shop. The new store will carry large stocks of used books, new books, and fine publishers' remainders. A thirty foot outside stand containing out-of-print books at especially low prices will be featured. A department for first editions and Americana will be under the supervision of Harry Dichter, general manager of the new shop.

The Weekly Record of January 9, 1932

Abbott, Arthur P.
A loving people. 147p. il. D [c.'31] [Highland Falls, N. Y., Author] $1.50
A description of the intimate home life and customs of the American Indians of colonial days.

Angelino, A. D. A. de Kat
Colonial policy; 2 v.; tr. by G. J. Renier. 538p.; 681p. (bibl. footnotes) O ['31] Chic., Univ. of Chic. Press $15
A study of the vast experience of the Netherlands in the colonial field. The first volume deals with the general principles of administration of colonies, the second with the Dutch East Indies in particular.

Atholl, Katharine Marjory Ramsay Stewart Murray, duchess of
The conscription of a people. 216p. (bibl.) footnotes) front. O '31 N. Y., Columbia Univ. Press $2.50
A description of conditions of oppression and suffering in Soviet Russia based on official publications of the Soviet Press and on sworn statements of refugees from Russia.

Bagenal, Hope, and Wood, Alexander
Planning for good acoustics. 432p. il., diagrs. O [n.d.] N. Y., Dutton $6.75
A study of the many new developments which have been made in this science.

Bauer, Norbert
Prisoners under the sun; tr. by Annie Coath Dixey. 295p. D '32, c.'31 N. Y., Stokes $2
A fiction study of a young Englishman who goes to the Sudan as an hydraulic engineer on a cotton plantation.

Benson, Thérèse, pseud.
Fool's gold. 290p. D c. N. Y., Dodd, Mead $2
When Hope Willing's Philadelphia home landed in the hands of auctioneers she got a job in New York, met Martin Newbold, became his private secretary and accompanied him and his spendthrift wife, Mirabel, to France.

Bentham, Jeremy
The theory of legislation [tr. by Richard Hildreth] ed. with introd. by C. K. Ogden. 606p. front. (por.) O (Internat'l lib. of psych., phil., and scientific method) '31 N. Y., Harcourt $2.75
A new edition of a work which had great social influence in the 19th century.

Blavatsky, Helena Petrovna Hahn-Hahn
Raja-Yoga, or, Occultism. 142p. S '31 [N. Y., Aryan Path, 119 W. 57th St.] pap., 75 c.
Twelve articles which explain what Raja Yoga really is.

Broadus, Edmund Kemper
The story of English literature [school ed.]. 637p. il. (pt. col.), maps (pt. col.) D '31 c. N. Y., Macmillan $1.96

Caliver, Ambrose
A personal study of Negro college students; a study of the relations between certain background factors of Negro college students and their subsequent careers in college. 154p. (5p. bibl.) diagrs. O (Contribs. to educ. no. 484) '31 c. N. Y., Teachers Coll., Columbia Univ. $1.50

Cameron, Alexander Thomas
A textbook of biochemistry; for students of medicine and science; 3rd ed. 559p. (bibls.) il., diagrs. O '31 N. Y., Macmillan $4

Chapin, Eunice
City girl. 360p. D c. N. Y., Brewer $2
The story of Rosie, a little girl from Montana, who fell in love with New York City and the people she found there.

Chase, Arthur M.
The party at the penthouse. 234p. diagr. D (Red badge b'ks) c. N. Y., Dodd, Mead $2
A millionaire invited twelve of his friends to a party in his New York penthouse, and during a séance that they were holding in the dark in the midst of a terrific thunderstorm, he was murdered.

Christensen, Thomas P.
The story of Iowa; a children's history; 2nd ed. 196p. il., maps O [c.'31] Cedar Falls, Ia., Author, 304 Ronalds St. 95 c.

Clement, Arthur G., and others
Our surroundings; an elementary general science [rev. ed.]. 640p. (bibls.) il. (pt. col.), maps, diagrs. D [c.'28, '31] Syracuse, N. Y., Iroquois Pub. Co. $1.68

Clendening, Logan, M.D.
The human body. 414p. il., diagrs. O (Star b'ks) [c.'27, '30] Garden City, N. Y., Garden City Pub. Co. $1

Colette, pseud. [Mme. Gabrielle Claudine Colette de Jouvenal]
Recaptured; [tr. by Viola Garvin]. 304p. D '32, c.'31, '32 Garden City, N. Y., Doubleday $2.50
The emotional history of Renée, who was disillusioned by her first marriage but who finally succumbed to love.

Aitchison, R. T., comp.
A chart of the history of printing in Europe; il. by the compiler. map (col.) '31 Kansas, City, Mo., Grolier Bk. Shop, 211 Pershing Rd. pap. apply

Book of penances (A); preface by Arthur Chandler, D.D. 40p. Tt ['31] Milwaukee, Morehouse Pub. Co. pap. 20 c.

Bureau of Agricultural Economics, and others
The agricultural outlook for the Southern States, 1931-32. 56p. O (U. S. Dept. of Agri., misc. pub'n no. 137) '31 Wash., D. C., [Gov't Pr. Off.; Sup't of Doc.] pap. 10 c.

Burroughs, E. A., D.D.
The Christian Church and war. 32p. (bibl. footnotes) O (Lambeth ser.) [c.'31] Milwaukee, Morehouse Pub. Co. pap. 35 c.

Campion, Rose
Too many Marys; a one act comedy for six girls. 29p. diagr. S (Sergel's acting drama) [c.'31] Chic., Dramatic Pub. Co. pap. 35 c.

Chapple, John B.
La Follette socialism; how it affects your job, your savings, your insurance policy, your rights, and your future. 160p. il. (pors.) D [c.'31] [Ashland, Wis.], Author pap. $1

Contemporary American prints; etchings, woodcuts, lithographs; introd. by Royal Cortissoz; lim. ed. Q '31 N. Y., Amer. Art Dealers Ass'n bds., $5; de luxe ed., $25

Coppard, Alfred Edgar
Nixey's harlequin. 270p. D c. N. Y., Knopf $2.50
Ten short stories in various styles and moods.

Corse, Carita Doggett
The key to the Golden Islands; foreword by Percy MacKaye. 181p. (5p. bibl.) il. O 31 c. Chapel Hill, N. C., Univ. of N. C. Press $3.50
A history of three islands off the coast of Florida.

Corti, Egon Caesar, conte
A history of smoking; tr. by Paul England. 295p. (14p. bibl.) il. O '32 N. Y., Harcourt $3.50
The complete story of smoking, and its influence upon history.

Craig, Archibald Gordon
Two masters; the teaching of Jesus considered as a contribution to sociology. 89p. (bibl. footnotes) S [c.'31] Jersey City, N. J., Author, 100 Clinton Ave. 75 c.; pap., 50 c.

Crane, Charles Edward
Pen-drift; amenities of column conducting; by the Pendrifter; [introd. by Freeman Tilden]. 206p. D [c.'31] Brattleboro, Vt., Stephen Daye Press $2
A collection of some columns written for the *Reformer,* the Brattleboro daily newspaper.

Cummins, E. E.
The labor problem in the United States. 870p. O '31 N. Y., Van Nostrand $3.50

Cuthrell, Mrs. Faith Baldwin
Week-end marriage. 312p. D [c.'31,'32] N. Y., Farrar & Rinehart $2
The story of a young wife who tried to keep her job in an office and make her marriage a success at the same time.

Daviau, Arthur R., M.D.
Why we do it; a study of normal, subnormal, and abnormal human behavior. 231p. diagrs. D [c.'32] Bost., Meador Pub. Co. $2

[Discher, R. H.]
Point contract bridge, and, Key of three contracting; new game, new scoring, new thoughts [2nd ed.]. 60p. nar. S [c.'31] [Sullivan, Mo., Author]
fab., $1.15; with score pad, $2

Elliott, Arthur Elwood
Paraguay, its cultural heritage, social conditions and educational problems. 224p. (10p. bibl.) O (Contribs. to educ. no. 473) '31 c. N. Y., Teachers Coll., Columbia Univ. $2.50

Eng, Helga Kristine
The psychology of children's drawings; from the first stroke to the colored drawing; [tr. by H. Stafford Hatfield]. 231p. (4p. bibl.) il. (pt. col.) O (Internat'l lib. of psych., phil., and scientific method) '31 N. Y., Harcourt $3.75
A study of how and why children draw, with an analysis of the bearing of a normal child's drawing upon many problems of human development.

Fauset, Jessie Redmon
The chinaberry tree; a novel of American life; [introd. by Zona Gale]. 351p. D '31 c. N. Y., Stokes $2
A novel of the more advanced class of Negroes in America.

Flatter, Mrs. Carrie H. Livings
Twelve reliable lessons on cigarets. 112p. il. S [c.'31] Xenia, O., Author $1.50

Fletcher, Joseph Smith
Murder in the squire's pew. 293p. D c. N. Y., Knopf $2
Camberwell and Chaney are called to a country church from which a chalice and patten and two priceless books have been stolen and where the murdered body of a man is found.

Foster, Robert Frederick, ed.
Vanity Fair's bridge problems. 198p. S [c.'32] N. Y., Liveright $2
Some difficult bridge problems that have appeared in *Vanity Fair,* with the solutions of the problems and an exposition of the technique of composing card problems.

Fox, Charles
The mind and its body; the foundations of psychology. 328p. (8p. bibl.) O (Internat'l lib. of psych., phil., and scientific method) '32 N. Y., Harcourt $3.50
The Director of Training of Teachers in the University of Cambridge deals with the relation of the mind to the body in the light of recently acquired knowledge.

Franck, Harry Alverson
Working north from Patagonia; being the narrative of a journey earned on the way, through southern and eastern South America. 650p. il., map (col.) O (Star b'ks) [c.'21] Garden City, N. Y., Garden City Pub. Co. $1

Cook, Walter Wellman
The measurement of general spelling ability involving controlled comparisons between techniques. 112p. (3p. bibl.) diagrs. O (Studies in educ., v. 6, no. 6) '32 Iowa City, Ia., Univ. of Ia. pap. $1

De Bary, Anna
Jepthah's daughter (abridged form). 62p. S (Parish plays no. 37) [n. d.] [N. Y., Macmillan] pap. 60 c.
The patriarch; scenes from the life of Abraham. 64p. S (Parish plays no. 38) ['31] [N. Y., Macmillan] pap. 60 c.

Dept. of Home Economics
Some ways of cooking and using whole and cracked wheat. 11p. O (Agri. Exp. Sta., circular 382) ['31] [Urbana, Ill.], Univ. of Ill. pap. apply

Devotions in honor of Blessed John Bosco; novena adapted by Rev. William E. Hayes. 31p. nar. T [n. d.] N. Y., Paulist Press pap. 5 c.

Flucke, John W.
Evangelical pioneers. 241p. (bibls.) il., map D [c.'31] St. Louis, Eden Pub. House pap. apply

Forde, C. Daryll
Ethnography of the Yuma Indians. 202p. (5p. bibl.) il., maps (col.), diagrs. Q (Univ. of Cal. pub'ns in Amer. archaeology and ethnology, v. 28, no. 4) '31 Berkeley, Cal., Univ. of Cal. Press pap. $2.25

Forrest, Rev. M.D.
Who is the Pope? 32p. (bibl. footnotes) S ['31] N. Y., Paulist Press pap. 5 c.

Freeman, Richard Austin
The Dr. Thorndyke omnibus. 1477p. diagrs. O '32, c. '23-'27 N. Y., Dodd, Mead $3
A collection of thirty-eight detective stories featuring Dr. Thorndyke, the medico-legal sleuth.

Gibbons, John
Afoot in Italy. 248p. il. D [c. '32] N. Y., Dutton $2.50
A trip through Fascist Italy is described from an unprejudiced viewpoint.

Gibran, Kahlil
The wanderer; his parables and his sayings. 92p. il. (pt. col.) O c. N. Y., Knopf $2.50
Fifty parables written by the poet just before his death and illustrated with reproductions of his drawings.

Gladys, Sister
"Forbid them not"; modern methods of education applied to religious teaching. 80p. S ['31] Milwaukee, Morehouse Pub. Co. 80 c.; pap., 40 c.

Goodenough, Florence Laura
Anger in young children. 291p. (23p. bibl.) D (Inst. of Child Welfare monograph ser. no. 9) [c. '31] Minneapolis, Univ. of Minn. Press $2.50
The causes and ways of dealing with outbursts of temper in children.

Gray, Horace, and Ayres, J. G.
Growth in private school children. 297p. (23p. bibl.) diagrs. O (Behavior Research Fund monographs) [c. '31] Chic., Univ. of Chic. Press $3.50
An intensive study of body growth in private school children with averages and variabilities based on 3,110 measurings on boys, and 1,473 on girls, from the ages of one to nineteen years.

Hahn, Julia Letheld
A critical evaluation of a supervisory program in kindergarten-primary grades. 155p. (bibls.) O (Contribs. to educ. no. 495) '31 c. N. Y., Teachers Coll., Columbia Univ. $1.50

Hamilton, Mrs. Mary Agnes Adamson [Iconoclast, pseud.]
Murder in the House of Commons. 306p. D c. Bost., Houghton $2
A murder with a political background—a beautiful woman from Peru is found strangled on Parliament House Terrace.

Harper, Heber Reece
What European and American students think on international problems; a comparative study of the world-mindedness of university students. 268p. diagrs. O (Studies of Internat'l Inst. no. 12) '31 c. N. Y., Teachers Coll., Columbia Univ. $2.50

Helm, Florence
Fatal Susan; a tale of sophistication; il. by the author [lim. numbered ed.]. 79p. il. (pt. col.) O [c. '31] N. Y., Chelmsford Press, 151 E. 34th St. bds., $1.50
A whimsical satire about Susan, an unusual peahen, and her struggle to hold a husband.

Hoover, Harvey Edgar
The lay of the law; a parody [verse about prohibition]. 80p. O c. '31 Amarillo, Tex., Russell Stat'y. Co. fab., $1.50

Hoskyns, Sir Edwyn Clement, bart., and Davey, Noel
The riddle of the New Testament. 322p. (20p. bibl.) D [c. '31] N. Y., Harcourt $2.50
An explanation of the modern critical method of New Testament study and an outline of the actual results of this method.

Houston, Mary G.
Ancient Greek, Roman and Byzantine costume; v. 2. 106p. il. O '31 N. Y., Macmillan $3.50

Hunt, W. Ben, and Hunt, Ed. C.
Fifty alphabets. 96p. il. (pt. col.) Q [c. '31] Milwaukee, Bruce Pub. Co. $2.50
Fifty types of hand lettering with suggestions for their correct use.

Hurlbut, William
Recessional [play]. 164p. '31 Hollywood, Cal., Stanley Rose $2

Jacquart, Rolland
Prairie lore [prose and verse]. 111p. il. D '31 Sublette, Kan., Sublette Monitor $1.50

Jernegan, Marcus Wilson
Laboring and dependent classes in colonial America, 1607-1783. 269p. (bibl. notes) O (Soc. service monographs, no. 17) [c. '31] Chic., Univ. of Chic. Press $3
Studies of the economic, educational, and social significance of slaves, servants, apprentices, and poor folk.

Kandel, Isaac Leon, ed.
Educational yearbook of the International Institute of Teachers College, Columbia University, 1930. 558p. (bibls., bibl. footnotes) D '31 c. N. Y., Teachers Coll., Columbia Univ. $3.50
Articles discussing the expansion of secondary education in the principal countries of the world.

Frampton, Ray W.
When the wife's away! a farce in one act. 19p. S (Sergel's acting drama) [c. '31] Chic., Dramatic Pub. Co. pap. 35 c.

Guinnet, Beatrice
A patriot in the making; a Washington reading. 6p. S (Sergel's acting drama) [c. '31] Chic., Dramatic Pub. Co. pap. 25 c.

History of the Pacific District of the United Danish Evangelical Lutheran Church, 1888-1930; commemorating the twenty-fifth anniversary since the reorganization of the Pacific District on a delegate basis [lim. ed.]. 55p. il. Q '31 [Los Angeles, Geo. P. Hammond, 3551 University Ave.] pap. $1.25

Hollingworth, Leta S.
Adolescence: the difficult age. 8p. O (Nat'l Advisory Council on Radio in Educ., psych. ser.) [c. '31] [Chic.], Univ. of Chic. Press pap. apply

Hunter, Lewis G.
The musician's hand book; lessons in applied music essentials. 78p. diagrs. O c. '31 Chic., Rubank, Inc., 738 S. Campbell Ave. pap. $1

Kavanaugh, Katharine
Speeding along; a comedy in three acts. 99p. diagr. S (Sergel's acting drama) [c. '31] Chic., Dramatic Pub. Co. pap. 50 c.

Kilcullen, Mae T.
Materials and methods of geography teaching, effective map usage simplified. 225p. il., maps D '31 Chicago Heights, Ill., Weber Costello Co. $1.25

Knowles, Ruth
A boon book of poems; lim. ed. 32p. O [c.'31] Indiana, Pa., Park Press bds., $1

Lawless, Anthony, pseud.
Moonfisher. 306p. D '32, c.'31 Garden City, N. Y., Doubleday $2
A sporting romance of Nicholas, who owned a wonder horse and Naomi who could ride a horse as though she were part of it.

MacColl, D. S.
Confessions of a keeper [art criticism]. 385p. il. O '31 N. Y., Macmillan $4.25

McKenna, Stephen
Beyond hell. 327p. D c. N. Y., Dodd, Mead $2.50
A story of romance and adventure based on modern theories of political science. It is laid in 1940 on Sunday Island in the Pacific, a penal colony made up of the worst criminal types who had been segregated there as a social experiment.

McKenzie, John Grant
Personal problems of conduct and religion. 144p. D c. N. Y., Macmillan $1.25
Essays written to help those troubled about their religious beliefs, their moral conflicts or the problem of guiding young children or adolescents.

Madden, Richard
The school status of the hard of hearing child; an analysis of the intelligence, the achievement, and certain personality traits of the hard of hearing school child. 69p. (2p. bibl.) O (Contribs. to educ. no. 499) '31 c. N. Y., Teachers Coll., Columbia Univ. $1.50

Mathus, Kenilworth H., comp.
Fifty interviews — fifty sales; tried and tested life insurance sales presentations in dialogue. 288p. diagrs. D [c.'31] Rochester, N. Y., Mutual Underwriter Co., 510 Duffy-Powers Bldg. $2.50

Meynell, Mrs. Esther Hallam Moorhouse
Grave fairytale; a romantic novel. 391p. D [n.d.] N. Y., Stokes $2.50
A novel of old Germany about a musician and a writer, partly based on fact.

Milne, Alan Alexander
Success; a play in three acts. 219p. D (French's standard lib. ed.) c.'24 N. Y., S. French pap., 75 c.

Morley, Christopher Darlington
Swiss family Manhattan. 208p. D c. Garden City, N. Y., Doubleday $2
A Swiss family escaping from a wrecked dirigible is marooned on the top of the Empire State Building and forced to descend and explore the city.

Mowrer, Ernest Russell
The family; its organization and disorganization. 375p. (20p. bibl.) diagrs. D (Univ. of Chic. sociological ser.) [c.'32] Chic., Univ. of Chic. Press $3
A study of the contemporary family from the viewpoint of social psychology, relating the family to human nature and personality.

Nitobe, Inazo Ota, and others
Western influences in modern Japan; a series of papers on cultural relations. 544p. (bibl.) il. D [c.'31] Chic., Univ. of Chic. Press $4
Twenty-one essays by specialists in the fields of Japanese politics, education, science, journalism, literature, music, sports, etc., which study the extent and consequences of western influences in Japan since the beginning of the Meiji Era.

O'Donnell, Elliott
Rooms of mystery. 282p. O [n.d.] N. Y., Stokes $2.50
Stories of hauntings, murders, and disappearances associated with mystery rooms in many parts of the world.

Petroleum facts and figures; 4th ed. 282p. O [c.'31] N. Y., Amer. Petroleum Inst., 250 Park Ave. $2

Phillpotts, Eden [Harrington Hext, pseud.]
A clue from the stars. 357p. D c. N. Y., Macmillan $2
Sir Julian Marchant of Devonshire left his friends one night to walk home and was never seen again.

Mason, J. Alden
Archaeology of Santa Marta, Colombia; the Tairona culture; pt. 1, Report on field work 194p. il., map, diagrs. O (Anthropological ser., v. 20, no. 1) '31 Chic., Field Mus. pap. $1.75

Matson, Charlotte, comp.
Books for tired eyes; a list of books in large print; 2nd ed. 58p. O '31 Chic., Amer. Lib. Ass'n pap. 50 c.

Methods of self-examination; by a group of priests. 31p. S ['31] Milwaukee, Morehouse Pub. Co., 60 c.; pap., 30 c.

Miller, Gerrit S., jr.
Human hair and primate patterning. 18p. il. O (Smithsonian misc. coll., v. 85, no. 10) '31 Wash., D. C., Smithsonian Inst. pap. apply

Nutting, Herbert C.
Comments on Lucan; 3rd ser. 11p. O (Univ. of Cal. pub'ns in classical philology, v. 11, no. 5) '31 Berkeley, Cal., Univ. of Cal. Press pap. 25 c.

Orvis, Mary B.
University extension and the library; how extension division and public libraries can help each other. 15p. O '31 Chic., Amer. Lib. Ass'n pap. apply

Palmer, Edwin James, D.D.
The destiny of the Anglican churches; a short study of the history, principles, and prospects of the Anglican communion. 32p. (bibl. footnotes) O (Lambeth ser.) [c.'31] Milwaukee, Morehouse Pub. Co. pap. 35 c.

Proceedings of public mass meetings in New York City and Washington, D. C., Armistice Day, November 11, 1931 to prepare for the Disarmament Conference to be held in Geneva, February, 1932. 59p. D (Internat'l conciliation, special bull.) '31 N. Y., Carnegie Endowment for Internat'l Peace pap. 5 c.

Rose, Edward L.
The establishment by rats of two contrary discrimination habits. 9p. diagrs. O (Univ. of Cal. pub'ns in psych., v. 4, no. 21) '31 Berkeley, Cal., Univ. of Cal. Press pap. 25 c.

Porter, Kenneth Wiggins
John Jacob Astor, business man; 2 v. 612p.; 776p. (bibls.) il. O (Harvard studies in business hist., 1) '31 c. Cambridge, Mass., Harvard $10, bxd.
A biography of the first business man in America to attain colossal wealth. The central theme is the details of policy and management of a private business.

Preston, Jack
Screen star. 308p. D c. Garden City, N. Y., Doubleday $2
The romance of Lira Morgan who fought her way to stardom in the movies.

Pryce-Jones, Alan
The spring journey. 320p. O [c. '31] N. Y., Harcourt $3
The record of a trip through Egypt, Transjordania, Palestine, Asia Minor and Greece, taken by the young assistant editor of the *London Mercury*.

Revaluations; studies in biography by Lascelles Abercrombie and others. 256p. D '31 [N. Y.], Oxford $2.50
G. K. Chesterton, Stephen Gwynn, Lord David Cecil, G. D. H. Cole, Lascelles Abercrombie and Captain Liddell Hart are among those who have written personal estimates of such well-known figures as Mary Queen of Scots, Walter Pater, Oliver Goldsmith, Tennyson, Gladstone and Ferdinand Foch.

Richardson, Maurice
A strong man needed. 252p. D [c. '32] N. Y., Liveright $2
A humorous novel about the giantess named Bill whom Malahide Cadwallow, the young son of a noble and eccentric English family, brought home from Australia.

Rinehart, Mary Roberts [Mrs. Stanley Marshall Rinehart], and Hopwood, Avery
Seven days; a farce in three acts. 138p. il., diagrs. D (French's standard lib. ed.) c. '09, '31 N. Y., S. French pap., 75 c.

Service book for schools. 208p. S c. N. Y., Macmillan fab., $1.25
A collection of thirty-five brief religious services for preparatory schools and Sunday schools.

Showerman, Grant
Rome and the Romans; a survey and interpretation [school ed.]. 664p. (3p. bibl.) il., maps (pt. col.), diagrs. D (Macmillan classical ser.) '31 c. N. Y., Macmillan $2.40

Simons, Minot, D.D.
A modern theism. 214p. D [c. '31] Bost., Beacon Press $1.75
A realist approach to modern theism which starts with the latest conclusions of certain scientific leaders. The author is minister of All Souls Unitarian Church, New York City.

Southworth, Gertrude Van Duyn [Mrs. Edward Franklin Southworth] and Southworth, John Van Duyn
What the old world gave the new; a story of the European background of American history [rev. ed.]. 205p. il., maps D [c. '31] Syracuse, N. Y., Iroquois Pub. Co. 96 c.

Van Benthuysen, A. S.
Newspaper organization and accounting. 544p. diagrs. Q '31 N. Y., Prentice-Hall $10

Wilson, Alma
Company's coming; a farce-comedy in three acts. 141p. diagr. D (French's standard lib. ed.) c. '15, '31 N. Y., S. French pap., 75 c.

Wilson, W.
Theoretical physics; v. 1, Mechanics and heat; Newton-Carnot. 342p. diagrs. O [n.d.] N. Y., Dutton $6
An up-to-date account of the main features of theoretical physics which shows how recent advances have developed out of the classical theory.

Wishart, Charles Frederick
The new freedom in the natural order. 278p. D '31 c. N. Y., Macmillan $2.50
An attempt to reconcile new scientific ideas with old religious beliefs, written especially for college students who have lost their religious moorings, by the president of the College of Wooster.

Yeaxlee, Basil Alfred
The approach to religious education, in Sunday school and day school. 143p. (bibl. note) D c. N. Y., Macmillan $1.50
For teachers of religion.

Schairer, John Frank
The minerals of Connecticut. 128p. (5p. bibl.) diagrs. O (State geological and natural hist. survey, bull. no. 51) '31 Hartford, Conn., Conn. State Lib. pap. apply

Schockel, B. H., and others
Pupils' help books in geography 3 bk. 2. 64p. maps, diagrs. O [c. '31] N. Y., Amer. B'k pap. 20 c.

Shields, Laurene
The initiation; a comedy in one act. 18p. S (Sergel's acting drama) [c. '31] Chic., Dramatic Pub. Co. pap. 25 c.

Smith, E. T.
A new approach to history; teacher's manual. 82p. O [c. '31] Chic., Univ. of Chic. Press pap. 50 c.

Smithsonian Institution
Annual report of the Board of Regents of the Smithsonian Institution; showing the operations, expenditures, and condition of the Institution for the year ending June 30, 1930. 662p. il., maps, diagrs. O '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. $2

Tuttle, Florence Piper
Our book world workbooks; pre-primer, primer, 1st and 2nd readers. various p. il. Q c. '31 N. Y., Longmans pap. 32 c. ea.

Whitridge, Horatio L.
The I. C. C. vs. Class I railroads of the United States; the nullification of the Transportation Act. 174p. diagrs. Q [c. '31] N. Y., Simmons-Boardman pap. $1.50

Wilbur, Ray Lyman, and Du Puy, William Atherton
Conservation in the Department of the Interior. 264p. il., maps, diagrs. O '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. $1

Wilker, Marguerite
The behavior of children and adults; course for parents and teachers. 65p. O [c. '31] Ann Arbor, Mich., Geo. Wahr pap. 35 c.

Wright, R. C., and Whiteman, T. M.
Deterioration of Christmas holly in transit and storage. 12p. il. (col.), diagrs. O (U. S. Dept. of Agri., circular no. 207) '31 Wash., D. C., [Gov't Pr. Off.; Sup't of Doc.] pap. 10 c.

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Old and Rare Books

Frederick M. Hopkins

An exhibition of "five centuries of bookmaking" containing great examples from the invention of printing to the present time, have been on view at The Rosenbach Company's galleries, 1320 Walnut Street, Philadelphia, and will continue until January 16th. Using a paragraph from the foreword, "The names of Gutenberg, the great inventor; Jensen, the creator of roman type; Aldus, the first to realize the importance of issuing books in a handy format; Caxton, who introduced printing into England; Verard and Geoffroy Tory, each the most influential bookmaker of his age; John Baskerville, the Didots, Bodoni, William Pickering, William Morris, all have an epoch-making quality, and the work of each is of the most profound significance in the history of bookmaking. Magnificent examples of the works of these and other equally famous men will be found in the exhibition, from the celebrated 'Catholicon' of Gutenberg to the latest issue of *The Colophon.*" Each of the five centuries is represented by selections that give a good idea of the master printers of the period. Of books distinctively of American interest Dr. Rosenbach says: "We have included in the exhibition specimens of the work of pioneer printers. The Eliot Indian Bible, Cambridge, 1661, the first Bible printed in America, which, considering the circumstances under which it was produced, must be ranked among the greatest feats of bookmaking. The masterpiece of the press of William Bradford is here, and a copy of 'Cato' printed by Benjamin Franklin, one of the finest pieces of work from any American press to that time. The foundation of good printing in America probably dates from the establishment of the Merrymount Press by Daniel Berkeley Updike in 1893, two years later than the beginning of the Kelmscott Press in England. That and the entrance into the printing world of Bruce Rogers are the two definite landmarks in the evolution of American typography. With the work of these two artists printing has reached perfection in style absolutely in harmony with the modern idea of beauty. The Dante in four volumes from the press of John Henry Nash is a most distinguished performance, and a splendid example of modern American book production. The exhibition includes the examples of other modern typographers, such as Theodore De Vinne, William Ed-

win Rudge, and the specimens of fine printing designed by different printers at the invitation of the Grolier Club." Those who have seen the exhibition speak of it as one of the most remarkable in its special field ever held in this country.

DISCOVERIES in autographic material are constantly being made. The latest is that of the long lost charter issued by Otto III of Rome in 996, found in the library of Wellesley College. In the year 996 the young Emperor Otto was crowned at Rome and a few days later a charter to the Roman monastery of Sts. Boniface and Alexis, confirming it in all its possessions, including lands, houses, churches and income from various sources. After being signed with the imperial monogram, and sealed with the imperial seal, the parchment was given into the keeping of the abbot of the monastery, and, after seven and a half centuries, it was still in the monastery archives. It was transcribed by the abbot then ruling, who printed it as an appendix to the history of the monastery which he published in 1751. A century later the document disappeared and it was reported that an English antiquarian had somehow acquired the famous document, but it could not be traced. After an existence of more than a thousand years the monastery was suppressed by the Italian government. It was not until the addition of the new library at Wellesley that adequate space was found for the display of manuscripts and documents that it began to be noticed; and it is only recently that it was known to be the identical parchment given to the monastery many centuries ago. This is one of a few charters signed by Otto III extant, and the only one in America.

CATALOG No. 19, "Rare Old Books" many in fine bindings, old association books, original manuscripts, and autograph letters, making a small quarto of 208 pages, containing 202 lots, illustrated by many facsimiles and large plates, comes from G. Michelmore & Co., of London. Some of the extraordinary items include an A. L. S. of Hans Christian Andersen, 4 pp., 8vo, June 12, 1870, relating to the death of Dickens, £250; Boswell's "Life of Johnson," 3 vols., original calf, 1793, first octavo edition, with author's presentation inscription, £600; Cowley's "Works," folio, in fine binding by Mearn, London. 1674, fourth edition once owned by Queen Caroline, £300; Edward Fitzgerald's correspondence with Bernard Barton, the Quaker Poet, over 250 pages in Fitzgerald's handwriting, some of the letters unpublished, £600; A. L. S. of Benjamin Franklin, 1½ pp., London, June 10, 1758, to I. Pemberton, a fine unpublished letter, £300; La Rouchefoucauld's "Maximes," comprising two previously unknown variant first issues of the first edition, the first complete English edition, the first American edition, and the original source book upon which the author founded his work, the set of 9 items, £1,000; Poe's "The Narrative of Arthur Gordon Pym, of Nantucket, North America," London, 1838, the author's own copy with his autograph on the half title, £500; and a complete set of the autographed proofs of "The Idylls of the King," large folio, illustrated by Gustave Doré, London, 1868, autographed by author, artist and engraver, £250.

THE bibliography of railroads has hitherto been neglected, with the result that writers on the subject have not discovered many important sources of information. A handlist of "Railway Literature: 1556 to 1830," by R. A. Peddie, has just been published by Grafton & Co., of London. This handlist up through the year 1830 when the first public steam railway was opened, will be a revelation to many interested in the subject. Several hundred items, books, pamphlets, articles in magazines and newspapers, acts of Parliament and maps belonging to this primitive period, and dealing with the plate wagon ways of the 17th century, the wooden edge railways of the early 18th century, and the iron railways of the later period, are included and most of the entries have a note of a library where a copy is known to exist.

CATALOG NO. 568, "Autograph Letters and Historical Documents," Christmas, 1931, issued by Maggs Bros. of London, is a handsome quarto, illustrated with many facsimiles, of 240 pages, and 1,489 items. There are many very rare and valuable lots, and many moderate

in price, but all, for such a large collection, are of unusual interest. A few of the outstanding lots include an A. L. S. of Coleridge, 2 pp., 4to, October 13, 1832, to James Gillman, £115; A.L.S. of David Garrick, 4 pp., 8vo, to Col. Hale, June 12, N. Y., £47 10s.; A. L. S. of Haydn, the composer, 3 pp., 4to, January 14, 1792, to Madame Polzelli, £63; manuscript of the poem, "The Arrow and the Song," by Longfellow, 3½ pages, 8vo, with inscription signed by the poet, £42; A. L. S. of Lord Nelson, 2 pp., folio, Bay of Naples, July 30, 1799, ordering the surrender of the Forts of Gaeta, £52. 10s.; and an A. L. S. of Washington, 2 pp., 4to, September 12, 1796, to James Baldwin, £105.

AN "orderly book" relating to the achievements and hardships of an all but forgotten "lost legion" of New Hampshire fighting men, participants in the French and Indian wars, has been acquired by Dr. Otis G. Hammond of the New Hampshire Historical Society. Out of company reports, written in the simplest of soldierly language by Leonard Whiting of Hollis, leader of the Granite State militia detachment in the conquest of Canada by British and Colonial forces in 1759 and 1760 there emerges a clear picture of the backwoods militiamen. Captain Whiting tells an absorbing story of the campaign fought by 1,000 New Hampshire militiamen far from the outposts of civilization. The advance up Lake Champlain by boat and across lower Canada on foot to Montreal is given in detail. It relates how mile for mile, the Colonial invaders fought their way against the French, the Indians and the woods, water and weather.

PERCY E. LAWLER, manager of the Philadelphia bookshop of The Rosenbach Company, did not begin his experience as a bookseller with Henry Sotheran Limited, of London, as stated in the Rare Book Number, in November. Mr. Lawler's first experience was with the London Library. After a few years there he went to Cambridge University Library. Later he went into bookselling and was associated with P. M. Barnard, first at Tunbridge Wells, and afterwards as manager of a bookshop in Manchester. He has now been with Rosenbach sixteen years.

A FINE set of the first edition of Charles Dickens's "Pickwick Papers," in the original parts, collected by Thomas Hatton, brought £1,480 at Sotheby's November 30th. One of the other sets which Mr. Hatton formed was sold in this city about four years ago for $16,300.

GERTRUDE HILLS, formerly of Goodspeed's and later of Dauber & Pine has opened an office at 150 East 50th St., New York, and offers a service to collectors of cataloging, binding, repairing and purchasing. Miss Hills has built up a name for herself in the rare book field for a thorough knowledge of books in all the active areas of book collecting.

Auction Calendar

Tuesday afternoon, January 12th, at 2:15. The autograph collection of W. Stillson Hutchins, New Canaan, Conn., including Americana from the library of Clyde C. Rickes, with additional first editions and autographs. ((Items 297.) American Art Association Anderson Galleries, Inc., 30 East 57th St., New York City .

Catalogs Received

American first editions. (Items 230.) Patricia Noone, 1311 Lydia Place, Louisville, Ky.

Americana, rare and valuable books, early maps, fine engravings and original drawings. (No. 119; Items 1167.) The Museum Book Store, Ltd., 45, Museum St., London, W. C. 1, England.

Autographs. (Lists L and 53.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.

Autographs, anciens et modernes, documents et manuscripts. (No. 19.) Victor Degrange, 28, Rue Serpente, Paris, 6, France.

Books and pamphlets relating chiefly to the South, including first editions. (No. 56; Items 757.) Dellquest's Rare Book Shop, 1804 West Seventh St., Los Angeles, Cal.

Books, etc., on Abraham Lincoln. (Items 77.) Caspar, Krueger, Dory Co., 772 North Water St., Milwaukee, Wis.

Californiana and miscellaneous books. Bret-Mark Book Mart, 2079 Sutter St., San Francisco, Cal.

Education, psychology, history of sciences, publications of learned societies. (No. 654; Items 3075.) Buchhandlung Gustav Fock, Schlossgasse 7, Leipzig, C. 1, Germany.

Fine and applied arts and collecting, second-hand and new. (Catalog of Dept. No. 17.) W. & G. Foyle, Ltd., 119 Charing Cross Road, London, W.C. 2, England.

Fine bindings, first editions, association items, etc. (No. 401; Items 74.) G. A. Van Nosdall, Maple, Wis.

First editions, etc. (No. 14; Items 150.) David Magee, 480 Post St., San Francisco, Cal.

Militaria. (No. 650; Items 2170). Buchhandlung Gustav Fock, Schlossgasse 7, Leipzig, C. 1, Germany.

North America, books and maps. (No. 617; Items 1264.) Karl W. Hiersemann, Konigstrasse 29, Leipzig, Germany.

Rare and valuable books, including first editions, fine bindings, association and autograph copies, etc. (Items 2001.) Stewart Kidd, 19 East 4th St., Cincinnati, Ohio.

Theologie. (Part 1; Items 3694.) Buchhandlung Gustav Fock, Schlossgasse 7, Leipzig, Germany.

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Nathan. Peter Kindred; The Puppet Master.

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Adam Smith's Essays. World Library. Ward, Lock. London.

AUDITORIUM BK. STORE, 1018 15TH ST., DENVER

Magic, Stage Illusions and Scientific Diversions. Hopkins. Munn & Co. 1901.

AURAND'S BK. STORE, HARRISBURG, PA.

Thomas Mellon and His Times.
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Hazard's Weekly Register of Pa.
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Journal of American Oriental Soc. Vol. IX, part 1 or vol. IX compl.; vol. XXXIII, part 1; vol. XLII, parts 1, 2.
Dett. Religious Folksongs of the Negro Sung at Hampton Inst. 1927.
Memoirs of National Academy of Sciences. Wash. Vol. XIV, part. 4; vol. XV complete.

G. A. BAKER & CO., 247 PARK AVE., NEW YORK

Eaton, Amos. Treatise on Engineering and Surveying. New York. Gates & Stedman. 1830?
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Modern Readers Bible. 21 vols. Macmillan.

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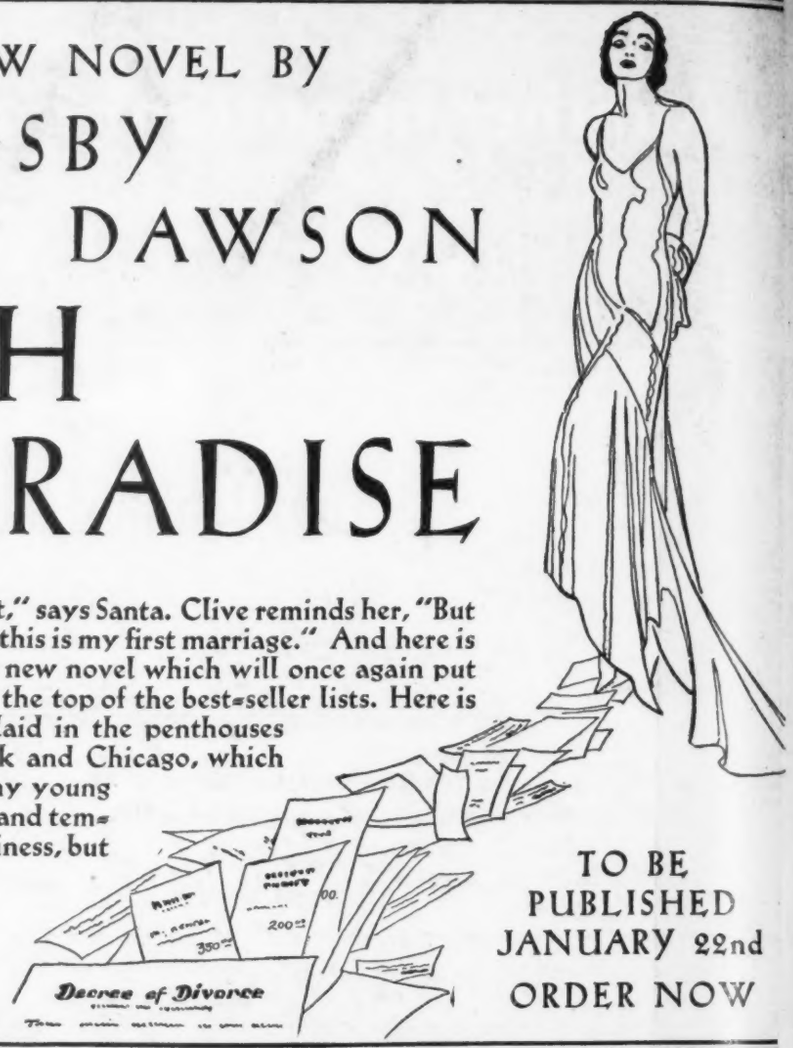

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